

STATE CAREER DEVELOPMENT CONFERENCE INFORMATION SHEET

When | February 23-25, 2017

Where | San Antonio, Texas

Facility | Henry B. Gonzalez Convention Center

Expected Attendance | 4,000+ total attendees

Students | 3600

Teachers/Chaperones | 400

Number of Schools | 210

Attendee Profile | Found on Page 7

Exhibitor Information

Exhibits will be open for all attendees Friday, February 24th from 7:30 am – 4:00 pm. The exhibit area will be located next door to the competitive events area, where all students and advisors will be participating throughout the day. This is to promote foot traffic and visibility for exhibitors. State officer candidates will also be located in the exhibit hall area, promoting chapters to visit various booths.

Exhibit booths are available for \$175.00. Additional details can be found on Page 6.

Sponsorship Opportunities

Companies and organizations can choose to sponsor the conference in a variety of ways:

- Competitive Event Sponsor – Page 2
 - Event Sponsors provide judges needed for that event (between 4-8 judges)
 - Receive a variety of benefits for the Sponsor company/organization and the individual judge
 - **\$0 Sponsor Fee!**
- Materials Sponsor – Page 6
 - Bags, Lanyards, and Pencils are among common sponsored materials
 - Prizes for annual Casino Night social activity
- Registration Inserts – Page 6
 - You can choose to have materials included in the registration packets for a small fee - \$100-\$300.

Contact Person:

Josh Shankle | Executive Director | shankle.texasdeca@gmail.com | 817-480-9628

Texas DECA Sponsorship Proposal

Sponsoring company activities:

- ✓ Supply seven (7) local business people to serve as competitive event judges on February 24, 2017, at the Henry B. Gonzalez Convention Center, 900 E. Market Street, San Antonio, Texas during the DECA State Career Development Conference.
- ✓ Provide judge names, email addresses, and cell phone numbers to the form provided below in order for name badges, catering and complimentary parking arrangements to be prepared.

Texas DECA will provide your company with the following:

- Company name will be placed on the winners' trophies for the event(s) that you sponsor
- Employees who judge will receive a local restaurant gift certificate
- Complimentary Breakfast/Lunch/Refreshments and parking provided to judges
- Company name and logo in the 2017 State CDC program
- Company name and logo will appear on large projection screens during all sessions
- Employees can present trophies to winners on stage at the Grand Awards Ceremony
- Company name and logo will be listed on the Texas DECA website until State CDC 2018
- Company will be included in social media messaging through a pre- and post-conference post on Twitter and Facebook, if applicable.

There is **no fee** to sponsor an event. We need the time and expertise that you and your colleagues can provide to our students.

Thank you for your consideration.

Contact Person:

Josh Shankle, Texas DECA Executive Director
Shankle.texasdeca@gmail.com
817-480-9628

Competitive Events

Role Play Events

These events involve role plays, where you, as the judge, will interact with the student(s) in a business scenario. Judges are needed from 7:00 am – 1:00 pm on Friday, February 24, 2017.

The 2016-2017 Role Play Events are:

Accounting Applications	Marketing Management (Team)
Apparel and Accessories Marketing	Personal Financial Literacy
Automotive Services Marketing	Prin. of Business Management & Admin
Business Finance	Prin. of Finance
Business Law & Ethics (Team)	Prin. of Hospitality
Business Services Marketing	Prin. of Marketing
Buying & Merchandising (Team)	Quick Serve Restaurant Management
Financial Services (Team)	Restaurant & Food Service Management
Food Marketing	Retail Merchandising
Hospitality Services (Team)	Sports & Entertainment Marketing
Hotel & Lodging Management	Sports & Entertainment Marketing (Team)
Human Resource Management	Travel & Tourism (Team)
Marketing Communications	

Professional Selling Events

These events involve presentations, where you, as the judge, will interact with the student(s) as part of a sales pitch or consultation. The topics and events are outlined below. Judges are needed from 7:00 am – 1:00 pm on Friday, February 24, 2017.

The 2016-2017 Professional Selling Events/Topics are:

Financial Consulting Students will assume the role of a financial consultant. A client has scheduled a meeting with you because he/she is looking to purchase or lease a new car. The client would like for you to share the pros and cons of both purchasing and leasing and make a recommendation that will have the most positive financial impact.

Hospitality & Tourism Professional Selling Students will assume the role of a salesperson for a destination management company (DMC). A non-profit meeting manager is planning a four-day meeting for its 25-person board of directors in a downtown hotel. However, the meeting manager has asked your DMC to arrange for VIP airport transfers and three nights of entertainment that takes advantage of the city's unique culture.

Professional Selling Students will assume the role of a sales representative of a drone technologies firm. A local real estate agent has scheduled a meeting with you because he/she has a desire to utilize drones to help his/her real estate business and wants to learn how your firm's products and services can be beneficial to his/her business.

Written/Prepared Events

These categories are projects that students have prepared throughout the year on a variety of topics. You will review and evaluate written projects and/or oral presentations based off of pre-determined rubrics. Judges are needed from 7:00 am – 4:30 pm on Friday, February 24, 2017.

The 2016-2017 Written/Prepared Categories are:

Operations Research

Students develop a SoLoMo (Social, Local, and Mobile) marketing strategy for a local business in one of the following industries:

Buying & Merchandising | Business Services | Financial Services
Hospitality & Tourism | Sports & Entertainment

Entrepreneurship

The **Innovation Plan** involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

The **Start-Up Business Plan** involves the development of a proposal to form a business. Any type of business may be used.

The **Independent Business Plan** involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

The **International Business Plan** involves the development of a proposal to start a new business venture in an international setting. It may be a new business or a new product or service of an existing business. Any type of business may be used.

The **Business Growth Plan** involves strategy development needed to grow an existing business owned by a current DECA member. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.

The **Franchise Business Plan** involves the development of a comprehensive business plan proposal to buy into an existing franchise.

Chapter Team Events

These events have members of the chapter (school) reflect on the year's activities in a variety of categories. They will assess their marketing strategy, task management, performance, and brainstorm strategies for future project improvements.

Chapter Team Events:

Entrepreneurship Promotion Project | Financial Literacy Promotion Project | Creative Marketing Community Service Project | Public Relations Project | Learn & Earn Project

Marketing Representative Events

The **Advertising Campaign** provides an opportunity for the participants to demonstrate promotional knowledge and skills needed by management personnel. Participants in the Advertising Campaign Event will develop an advertising campaign of any length for a real product, service, company or business.

The **Fashion Merchandising Promotion Plan** provides an opportunity for the participants to demonstrate promotional knowledge and skills needed by management personnel. Participants in the Fashion Merchandising Promotion Plan will develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store.

The **Sports and Entertainment Promotion Plan** provides an opportunity for the participants to demonstrate promotional knowledge and skills needed by management personnel. Participants in the Sports and Entertainment Promotion Plan will develop a seasonal sales promotion plan for a sports and/or entertainment company.

EXHIBITOR AND SPONSORSHIP INFORMATION

**Henry B. Gonzalez Convention Center
San Antonio, Texas**

The exhibit fee is \$175.00 per booth space. The charge for standard electrical outlet is \$75.00 (anyone needing higher wattage will need to let us know at least 1 week prior to the conference)

Please make checks payable to DECA, Texas Association. The exhibit fee is payable in advance and should be received no later than January 20, 2017.

Texas DECA offers the ability to insert materials into attendee registration packets*. Items must be flat. If items desired are not flat, please contact Josh Shankle for more information. Pricing for flat inserts are as follows:

- One item per chapter - \$100 (approximately 215 items needed)
- Three items per chapter - \$150 (approx. 650 items needed)
- One item per attendee - \$300 (approximately 4100 items needed)

*Items to be inserted must be provided by the firm or organization and received to Josh Shankle by January 31st, 2017.

Sponsorship opportunities are available as well. Items needed include:

- Sharpened Pencils
- Drawstring Bags
- Door Prizes for annual Casino Night

**Contact Josh Shankle for more information

Mail Fee and Exhibitor Form (found on Page 11) to:

DECA, Texas Association
Exhibits
P.O. Box 164908
Fort Worth, TX 76161
(By January 20, 2017)

Attendee Profile

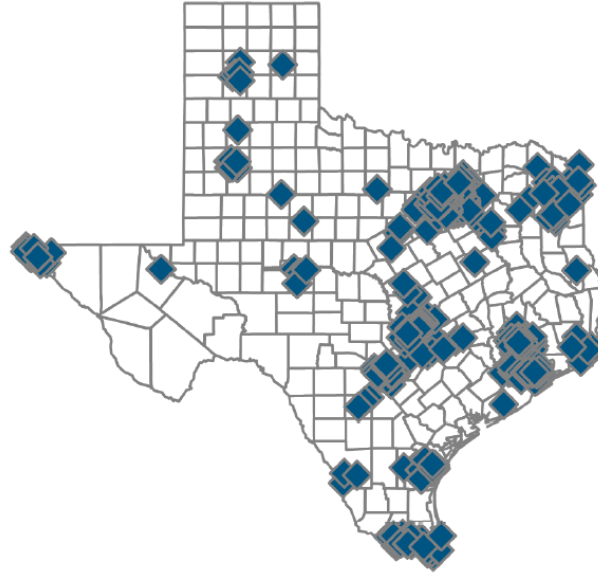
The information below was calculated by myCollegeOptions® based on the responses of a survey at the 2016 Texas DECA State Career Development Conference. For the full Texas DECA Impact Report, visit <http://bit.ly/TXDECAImpact16>

Gender	TX State Average	DECA SCDC TX	DECA SCDC National
Female	51.7%	52.3%	51.2%
Male	46.4%	42.9%	43.1%
Unknown	1.9%	4.8%	5.7%

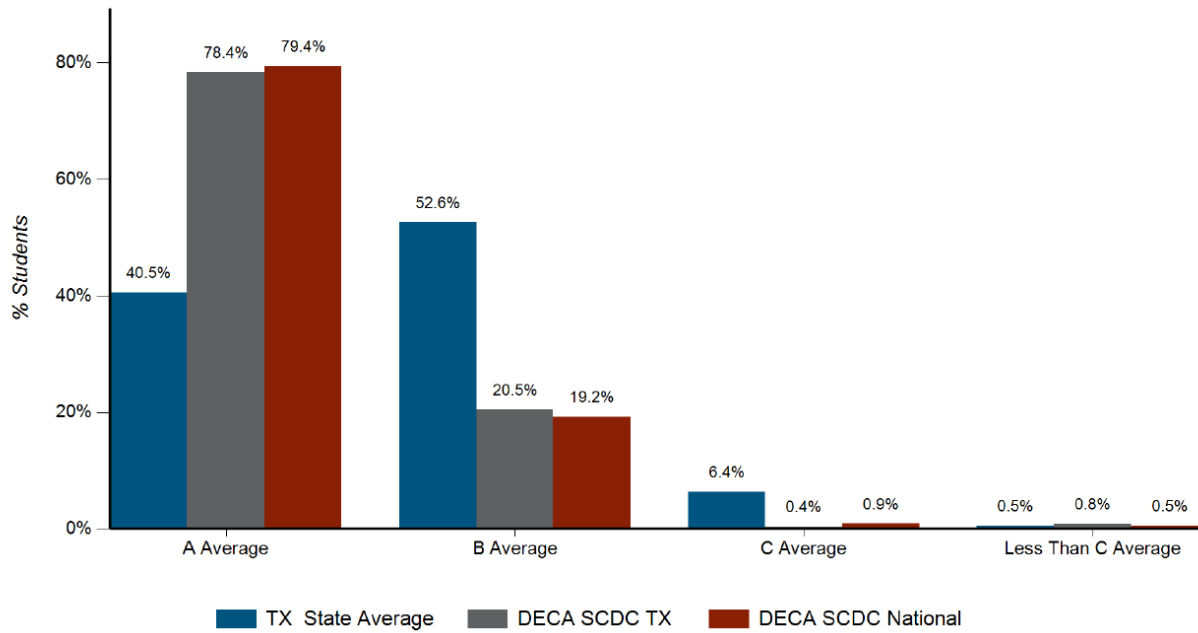
Race	TX State Average	DECA SCDC TX	DECA SCDC National
American Indian/Alaskan Native	5.5%	2.6%	2.9%
Asian/Asian-American/Pacific Islander	5.0%	28.4%	14.2%
Black/African-American	12.2%	8.8%	7.9%
Latino/Hispanic/Chicano	45.4%	30.0%	10.8%
Middle Eastern	1.1%	3.2%	2.4%
White/Caucasian	36.7%	32.7%	62.5%
Other	3.8%	1.4%	2.1%
Prefer not to Respond	9.2%	6.2%	8.8%

Graduation Year	TX State Average	DECA SCDC TX	DECA SCDC National
2016	13.2%	45.2%	38.3%
2017	24.9%	28.8%	33.1%
2018	26.7%	18.5%	19.7%
2019	23.5%	7.4%	8.7%

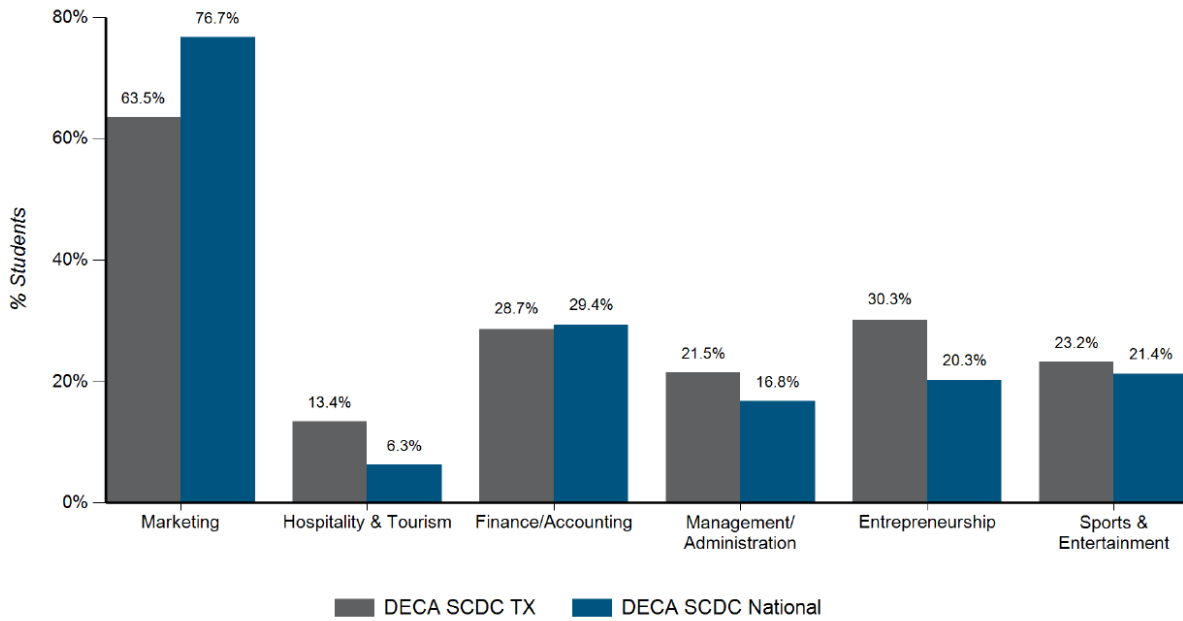
Map of Texas DECA by Zip Code



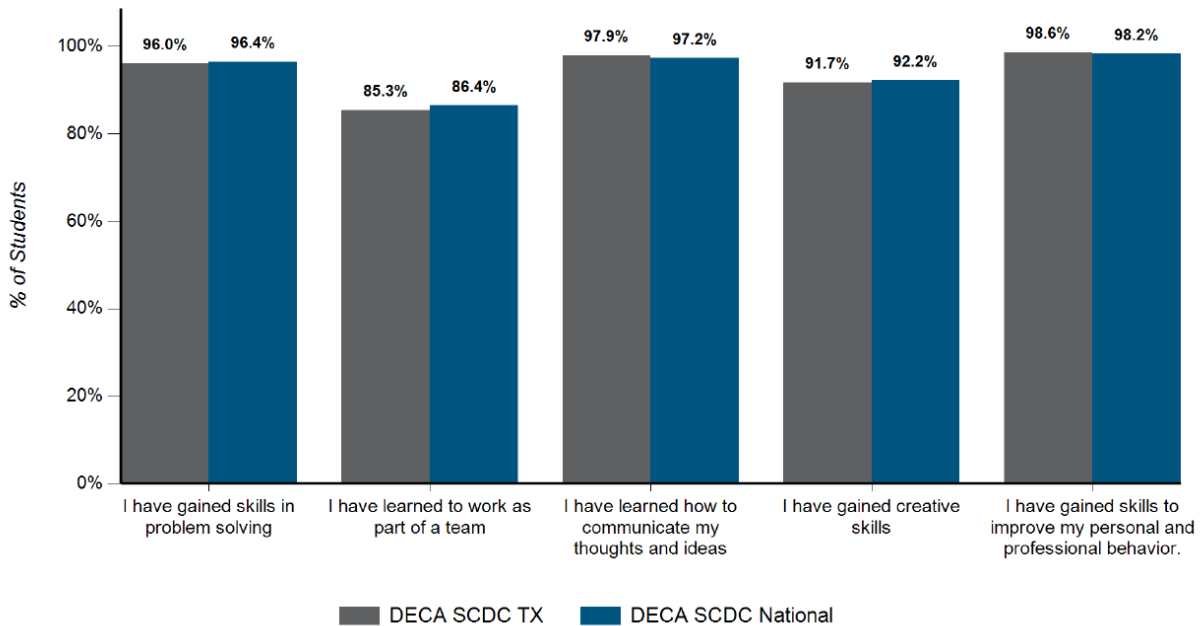
Grade Point Average of Texas DECA Participants



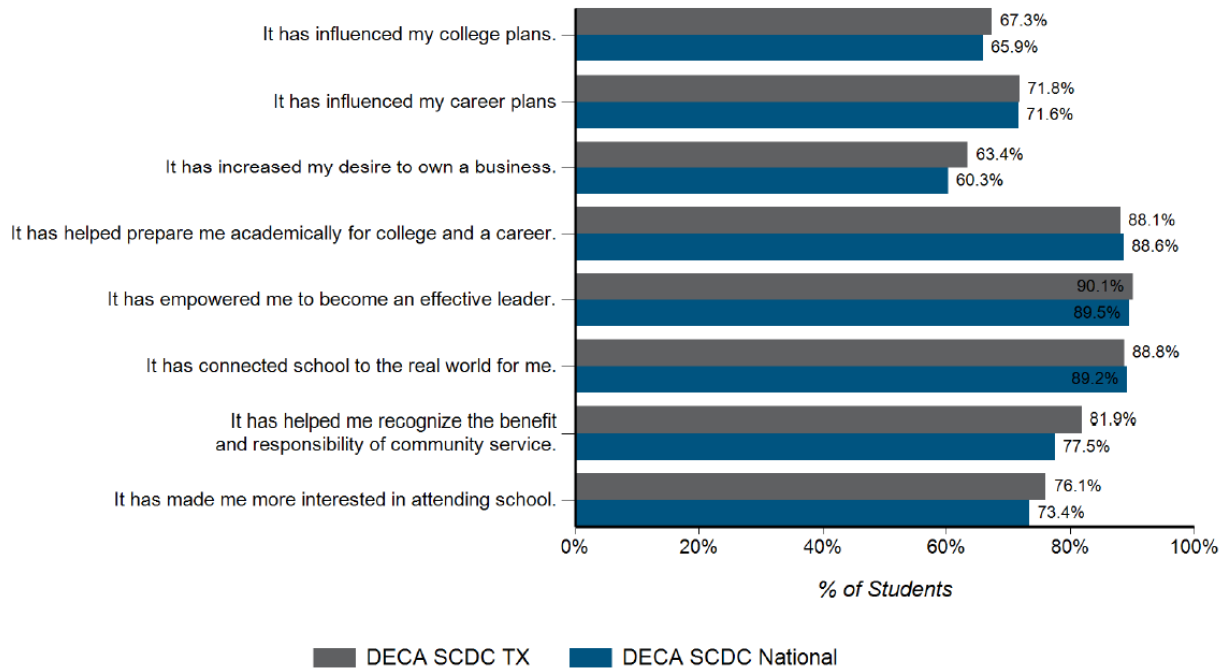
Business Courses Taken by Texas DECA Participants



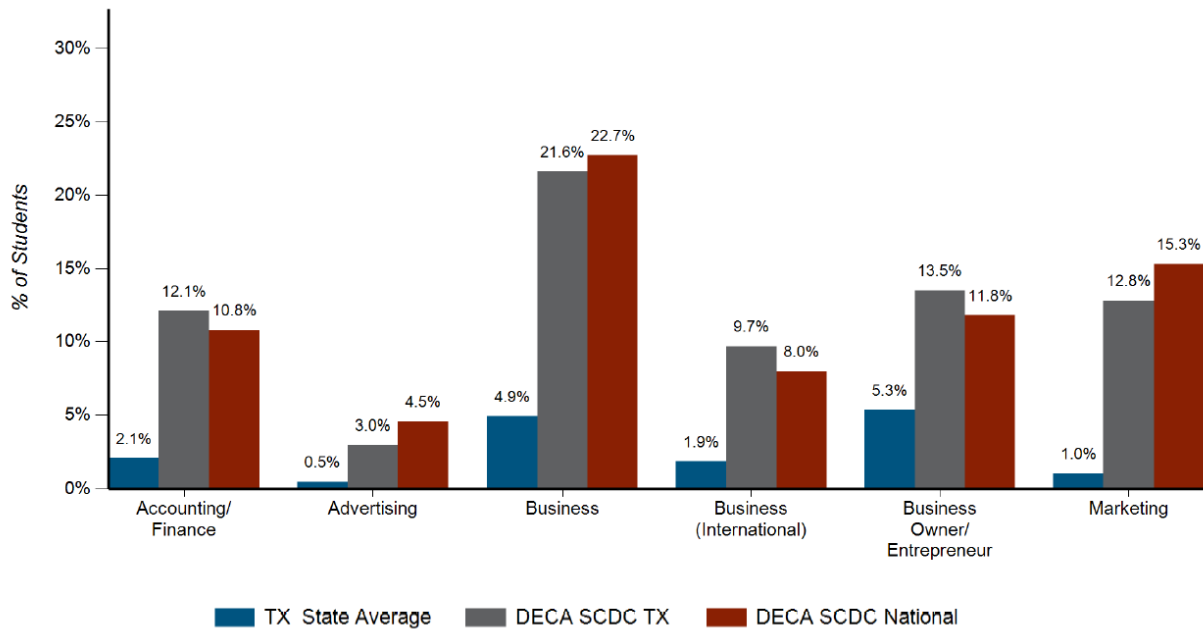
Experiences of Texas DECA Participants



Texas DECA's Influence on College, Career and Leadership



Business Major and Career Interest of Texas DECA Participants



Competitive Event Sponsorship Form

Company Name _____

Contact Name _____

Contact Number _____

Contact Email Address _____

Competitive Event Sponsorship

*Note that we will attempt to pair you up with your desired event, based on availability of sponsorship opportunity

First Event Choice _____

Second Event Choice _____

Judge's Information

<u>Name</u>	<u>Email Address</u>	<u>Contact Number</u>

*Individual Judges can sign-up by visiting <https://bit.ly/TXDECAJudgeForm>

** To sponsor multiple events, please complete one form for each event.

Send this form to:

Josh Shankle, Texas DECA Executive Director

Shankle.texasdeca@gmail.com

P.O. Box 164908, Fort Worth, TX 76161

817-480-9628

STATE CAREER DEVELOPMENT CONFERENCE
EXHIBIT RESERVATION FORM

Henry B. Gonzalez Convention Center
San Antonio, Texas

Name of Firm or Organization _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____ Email _____

Representative Signature _____

Name of Person(s) Attending Conference _____

Contact Number for Person Attending Conference _____

Will you need electrical outlets? Available for \$75.00 Yes _____ No _____

Exhibit Booths are available for \$175.00. Each additional booth is \$50.00.

Exhibit Booth _____ @ \$175.00 = _____

Additional Booths _____ @ \$50.00 ea = _____

Electrical Outlet (Optional) \$75.00 flat fee = _____

Registration Packet Insert (Optional) = _____

One Item Per Chapter = \$100

Three Items Per Chapter = \$150

One Item Per Attendee = \$300

Total Amount Due = _____

Mail Fee and Copy of Form by January 20, 2017 to:
DECA, Texas Association, Exhibits, P.O. Box 164908, Fort Worth, TX 76161