



THE ULTIMATE DECA POWER TRIP

NOVEMBER 21-23, 2025
ARLINGTON, VA

REGISTRATION GUIDE

LEARN MORE AT [DECA.ORG/POWER](https://deca.org/power)



EXPERIENCE THE ULTIMATE

Embark on a quest that will awaken your thirst for knowledge, and put yourself in control as you customize your own itinerary of vibrant programming during The Ultimate DECA Power Trip.



COMPETITIVE EXCELLENCE EXPERIENCE

Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized during Sunday's Closing Session.



GENERAL SESSIONS

Experience action-packed, engaging general sessions featuring dynamic speakers designed to motivate you to excel in DECA and beyond.



LEARNING AND LEADERSHIP LABS

Learning and leadership labs will focus on one powerful component each hour. From college to career and chapter to compete, these learning and leadership labs will engage DECA members.



EDUCATOR PROFESSIONAL LEARNING SERIES

The Professional Learning Series powered by DECA will engage educators in professional development focused on curriculum and instructional content that supports preparing students for college and careers and connects the conference content to the classroom.



COLLEGE, CAREER + COMPANY EXHIBITS

Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? Check out our exciting lineup of exhibitors.



DECA AFTER DARK | D.C. NIGHT TOUR

No power trip to D.C. would be complete without the opportunity to see the monuments at night! Experience the history behind the United States like you've never seen it before. This breathtaking experience is a can't miss event and is definitely Instagram-worthy.



CLASSROOM CONNECTION

This conference will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

■ FINANCIAL, ECONOMIC, BUSINESS + ENTREPRENEURIAL LITERACY

- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

■ CREATIVITY + INNOVATIONS

- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

■ CRITICAL THINKING + PROBLEM SOLVING

- Interpret information and draw conclusions based on the best analysis

■ COMMUNICATION + COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams

■ LEADERSHIP + RESPONSIBILITY

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind



EDUCATIONAL PROGRAM

DECA has the ultimate power trip waiting for you with dynamic general sessions, a day full of learning and leadership labs, powerful presentations by professionals, and all the favorites of a leadership conference.

Most conference activities will take place at the Crystal Gateway Marriott.

FRIDAY NOVEMBER 21

8:00 AM - 6:00 PM	Explore Washington, D.C. on Your Own
3:00 PM - 6:00 PM	Registration
3:00 PM - 6:00 PM	Association Meetings (Optional)
7:00 PM - 8:15 PM	Opening Session
8:30 PM - 9:15 PM	Connect Leadership Labs by Association Officer Teams
9:30 PM - 10:15 PM	Connect Leadership Labs by Association Officer Teams
11:30 PM	Curfew

SATURDAY NOVEMBER 22

8:00 AM - 4:00 PM	College, Career and Company Exhibits
8:30 AM - 4:00 PM	Competitive Excellence Experience
8:30 AM - 11:30 AM	Learning Labs
8:30 AM - 4:00 PM	Educator Professional Learning Series
11:30 AM	Chartered Association Officer and Advisor Luncheon, by invitation
11:30 AM - 12:45 PM	Lunch on Your Own
1:00 PM - 4:00 PM	Learning Labs
7:00 PM - 11:00 PM	DECA After Dark D.C. Night Tour
11:30 PM	Curfew

SUNDAY NOVEMBER 23

8:30 AM - 10:00 AM	Closing Session
10:30 AM	Explore Washington, D.C. on Your Own and Departures



Visit decadirect.org for
previews and highlights.

Schedule subject to change. Check deca.org/power for the latest schedule.



LEARNING LABS

DECA's Learning Labs will engage DECA members and focus on important elements of preparing for college and careers. With this schedule, all DECA members will experience a learning lab related to preparing for college, choosing a career pathway, developing your DECA chapter and becoming a better competitor.



Become a champion in the **Competitive Excellence Experience** and participate in a Marketing Communications Series role-play, which will take place during one learning lab block. Advisors must select "yes" to competitive events for members during online registration to participate.

SATURDAY, NOVEMBER 22

8:30 - 9:15 COLLEGE	Preparing for College	Choosing a College + Major	Financing College	College Success 101	Making the Most of College
9:30 - 10:15 CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
10:30 - 11:15 CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
11:30 - 12:45	LUNCH ON YOUR OWN				
1:00 - 1:45 CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
2:00 - 2:45 CHAPTER	DECA Diamond Fundraising Model	Content is King: Social Media for Your Chapter	I AM DECA: Telling Your DECA Story	Chapter Competition Success System	DECA Leadership Styles
3:00 - 3:45 COMPETE	Rockin' the Role-Play and Exam	From the Judge's Perspective	Making an Awesome Written Event	Tips and Tricks for Presentation Design	Dress for Success and Professionalism

**Sessions may vary depending as speakers are confirmed.*



KEYNOTE SPEAKERS

Feel the energy when 1,500 DECA members come together for energetic, educational general sessions filled with dazzling lights, upbeat music and a powerful message.



Eddie Slowikowski
OPENING SESSION

Three minutes and 58 seconds. That is the amount of time it took Eddie Slowikowski to run the mile. Whether it's as a Gold Medal winner for the USA Track & Field Team, a three-time NCAA All-American, or the world's most dynamic professional speaker, Eddie knows a thing or two about peak performance. He has always had the can-do spirit of an entrepreneur, in all walks of life.

Throughout all the accomplishments and medals, Eddie sought to enrich his life with service and empowerment for himself and others. Through month-long service projects in Central America and helping the homeless in the city of Chicago, Eddie widened his worldview beyond the life of sports. One thing is for sure: with Eddie Slowikowski, you'll learn how to energize your performance to get the best out of your ability.



Josh Sundquist
CLOSING SESSION

Josh Sundquist is a Paralympic ski racer and bestselling author who has been featured in The New York Times, CNN and Forbes and has spoken across the world. His high-octane blend of energy and humor inspires organizations and individuals to adopt his training motto, 1MT1MT (one more thing, one more time) as their new standard of excellence.

In his keynote, One More Thing, One More Time, Josh shares stories from his journey to the Paralympics—plus some hilarious Halloween costumes—to impart motivation for facing adversity and reaching peak performance.



REGISTRATION INFORMATION

From monuments and memorials to the display of art and history at every turn, Washington, D.C. is a place like no other! Historians, foodies, art enthusiasts and more— D.C. has something special for everyone to enjoy. Get ready to immerse yourself in the beauty and culture of the U.S. Capital at the Ultimate DECA Power Trip.

REGISTRATION

\$140* per attendee

The conference registration fee applies to DECA members, advisors and chaperones, and includes the following:

- Powerful general sessions
- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- DECA After Dark activity

Deadline: October 15, 2025

*There is a \$110 non-refundable cancellation fee.

AIR TRAVEL

Ronald Reagan Washington National Airport (DCA)

Metro Yellow Line
4.9 miles, 19 minutes

Dulles International Airport (IAD)

Metro Silver Line
28 miles, 44 min

Baltimore/Washington International Thurgood Marshall Airport (BWI)

32.8 miles, 1 hr 6 min

ACCOMMODATIONS

Crystal Gateway Marriott

1700 Richmond Highway
Arlington, VA 22202

*\$216 King
\$227 Double/Double
includes tax (currently 14.25%)*

Ritz-Carlton Pentagon City

1250 South Hayes Street
Arlington, VA 22202

*\$250 King
\$250 Double/Double
includes tax (currently 14.25%)*

AC Hotel National Landing

1999 Richmond Highway
Arlington, VA 22202

*\$227 King
\$227 Double/Double
includes tax (currently 14.25%)*

Residence Inn Arlington Capital View

2850 South Potomac Ave
Arlington, VA 22202

*\$182 Studio King Suite + Pullout Sofa
\$193 Studio with Two King Beds
includes tax (currently 14.25%)
Breakfast included*

Renaissance Arlington Capital View

2800 South Potomac Ave
Arlington, VA 22202

*\$159 King
\$159 Double/Double
includes tax (currently 14.25%)*

Deadline: October 15, 2025

Hotels will be filled on a first-come, first-served basis. When planning your budget and requesting approval, we encourage you to use the highest room rate in the event certain hotels become unavailable.

Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available. Please confirm your rooming reservation before booking travel.

Make your hotel reservations in the online registration system with DECA Inc. Do not contact the hotel to make reservations.



REGISTRATION
QUESTIONS

ED TRANG

conferences@deca.org

REGISTRATION PROCEDURES

REGISTER

www.deca.org/register

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Competitive event (yes or no)
- Housing information

CONFIRMATION:

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please email conferences@deca.org.

CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until October 15. All changes after October 15 must be submitted to DECA Inc. by e-mailing conferences@deca.org and are subject to availability.

REGISTRATION + HOUSING PAYMENT

After completing online registration, please mail a copy of all registration materials and payment to:

DECA Inc.
Ultimate Power Trip
 1908 Association Drive
 Reston, VA 20191

METHODS OF PAYMENT:

Check or credit card (MasterCard, VISA or American Express) are accepted. Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the conference.

REFUND POLICY:

There is a \$110 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 6 p.m. on November 21. Refund checks will be sent within one month after the close of the conference.

HOTEL RESERVATION PROCEDURES

Conference participants must stay in one of the designated conference hotels. Make your hotel reservations in the online registration system with DECA Inc. Due to the limited number of rooms, students will be housed in triples and quads when possible.

Once the hotel block has been filled, registration will not be able to be submitted, and DECA will attempt to secure additional housing. After the registration deadline, DECA Inc. will submit the rooming list to the hotel. Once the hotel provides confirmation numbers, DECA Inc. will forward those to the advisor.

All changes and cancellations must be submitted by the advisor in writing to conferences@deca.org. Rooms must be canceled in writing by the advisor to conferences@deca.org at least 72 hours prior to check-in to be eligible for a refund.

SUPERVISION RATIO

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

CONDUCT AND DRESS CODE

Advisors should bring signed copies of the *Conference Delegate Practices and Procedures* and *Dress Code* for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at deca.org/power.

NON-DISCRIMINATION POLICY:

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.