



# THE ULTIMATE DECA POWER TRIP

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PARTNERSHIP OPPORTUNITIES 2025

# THE ULTIMATE DECA POWER TRIP

Join 2,500 of DECA's most engaged students and educators from throughout the U.S. for a weekend packed with leadership development, college preparation, career exploration and professional development. This dynamic conference provides numerous opportunities for your company to participate in meaningful ways including:

- Company + team engagement and volunteerism
- College, career + product exhibits
- Conference materials + advertising
- Dynamic, multi-media general sessions
- Interactive workshop presentations
- Tours + special events

## DATES

November 21-23, 2025

## CONFERENCE LOCATION

Crystal Gateway Marriott  
1700 Richmond Hwy  
Arlington, VA 22202

## CONFERENCE HOTEL

Crystal Gateway Marriott  
1700 Richmond Hwy  
Arlington, VA 22202

## AUDIENCE

2,500 high school students +  
educators from across the U.S.  
and Canada

# INSTANT BENEFITS

## ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book
- Recognition on conference mobile app (basic profile)
- Logo displayed on-screen during general sessions
- On-site signage at sponsored event
- Opportunities to volunteer

## SPONSORSHIP OPPORTUNITIES

- Exhibits
- App Advertisements
- Program Advertisements
- Registration Inserts
- Meal Functions
- Attendee Experiences
- Content Delivery



# SPONSORSHIP PACKAGES

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## MAKE THE MOST OF YOUR ULTIMATE POWER TRIP WITH PACKAGES

Designed to maximize student and advisor connections, packages utilize multiple strategies to attract the most motivated and engaged DECA members.

- Amplify your message through curated workshop/panel presentations.
- Boost one-on-one interactions with students and advisors as an exhibitor.
- Promote your brand with incredible reach through multimedia advertisements.
- Source a pipeline of future customers, employees and prospective students.
- Leverage favorable pricing with a package.

\$2,000 – \$2,500

# CAREER + INDUSTRY PACKAGE

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## PROMOTE YOUR COMPANY + CAREER OPPORTUNITIES

Attract top talent and share industry insights through our Career + Industry Package, which gives your company the most visibility throughout the conference.

- **Career/Industry Workshop** – Get the spotlight as you deliver one career-focused industry presentation.
- **Table-Top Exhibit** - Reach future customers, potential employees and advisors— all in one place! Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- **Full-Page Program Advertisement** - Put your message next to important conference information attendees will read.
- Mobile app enhanced profile, mobile app advertisement and one story on the @decapower Instagram account

**\$2,500**  
INVESTMENT



# EDUCATION PACKAGE

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## RECRUIT PROSPECTIVE STUDENTS FOR YOUR COLLEGE OR UNIVERSITY

Our Education Package gives your institution the most visibility throughout the conference to achieve your desired goal – to recruit students to your campus.

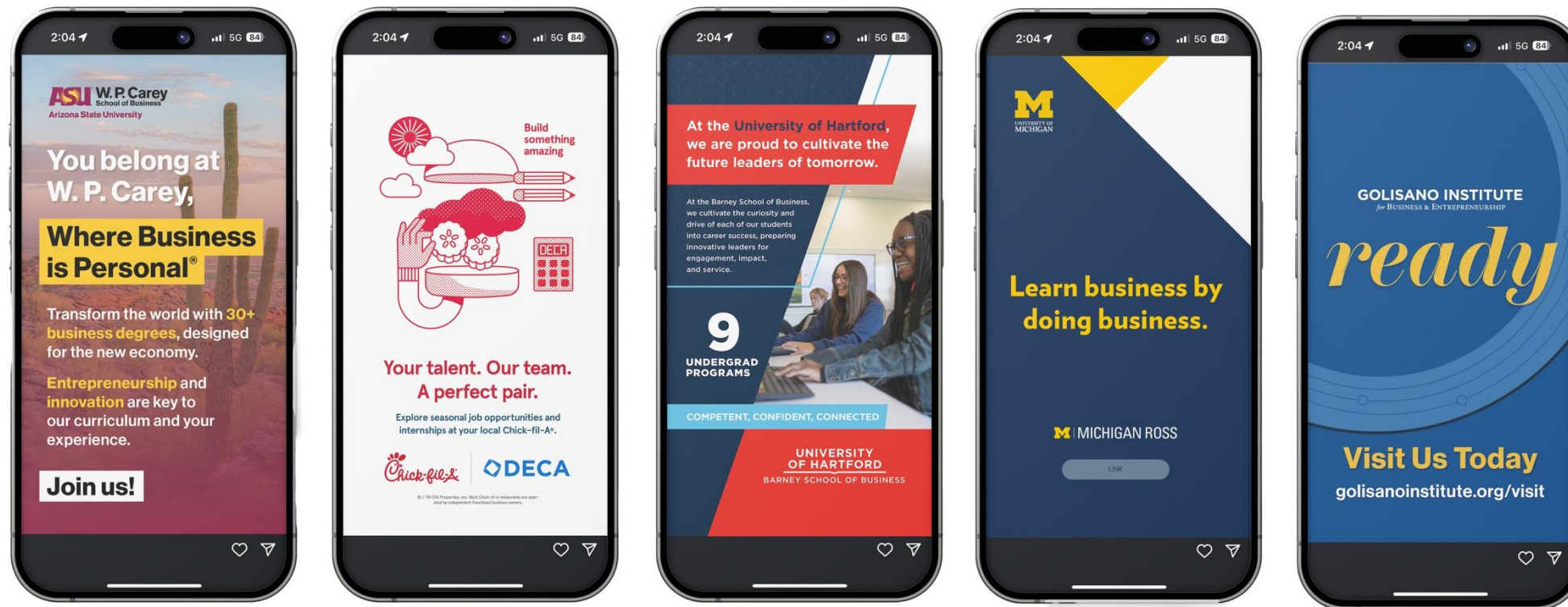
- **Panel Discussion** – Be a featured expert on one of our college Q&A panels: Finding the Right Fit, Making the Most of College or Preparing for College!
- **Table-Top Exhibit** - Interact with our members face-to-face, share with them information about your college or university, and answer any questions they may have.
- **Full-Page Program Advertisement** - Put your message next to important conference information attendees will read.
- Mobile app enhanced profile and one story on the @decapower Instagram account

**\$2,000**  
INVESTMENT

# SOCIAL MEDIA SPECS

## INSTAGRAM STORY

- (1) Image: 1080 x 1920 pixels (9:16 ratio). Acceptable file formats are .png and .jpg.
- OR (1) Video: 15 seconds or less (9:16 ratio). Acceptable file formats are .mp4 or .mov.
- Link and/or hashtag (Provide notes on specific placement, if desired).
- Organization Instagram handle (to be tagged in the post using the “Mention” feature).





# EXHIBITS

## MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS + ADVISORS

Exhibits are specifically designed to be an integral part of the Ultimate DECA Power Trip experience, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- Reach many future customers, potential employees and prospective students — all in one place!
- Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- Exhibits are placed in high-traffic areas of the conference to maximize your exposure.

**\$750**

**PER SPACE**

NAB partners receive a 25% discount



# EXHIBITS

TABLETOP EXHIBIT RATE  
\$750

Exhibit fee includes a six-foot draped table; two chairs; ID sign; and wastebasket, mobile app basic profile. Fee does not include labor, shipping charges, special lighting or electrical connections.

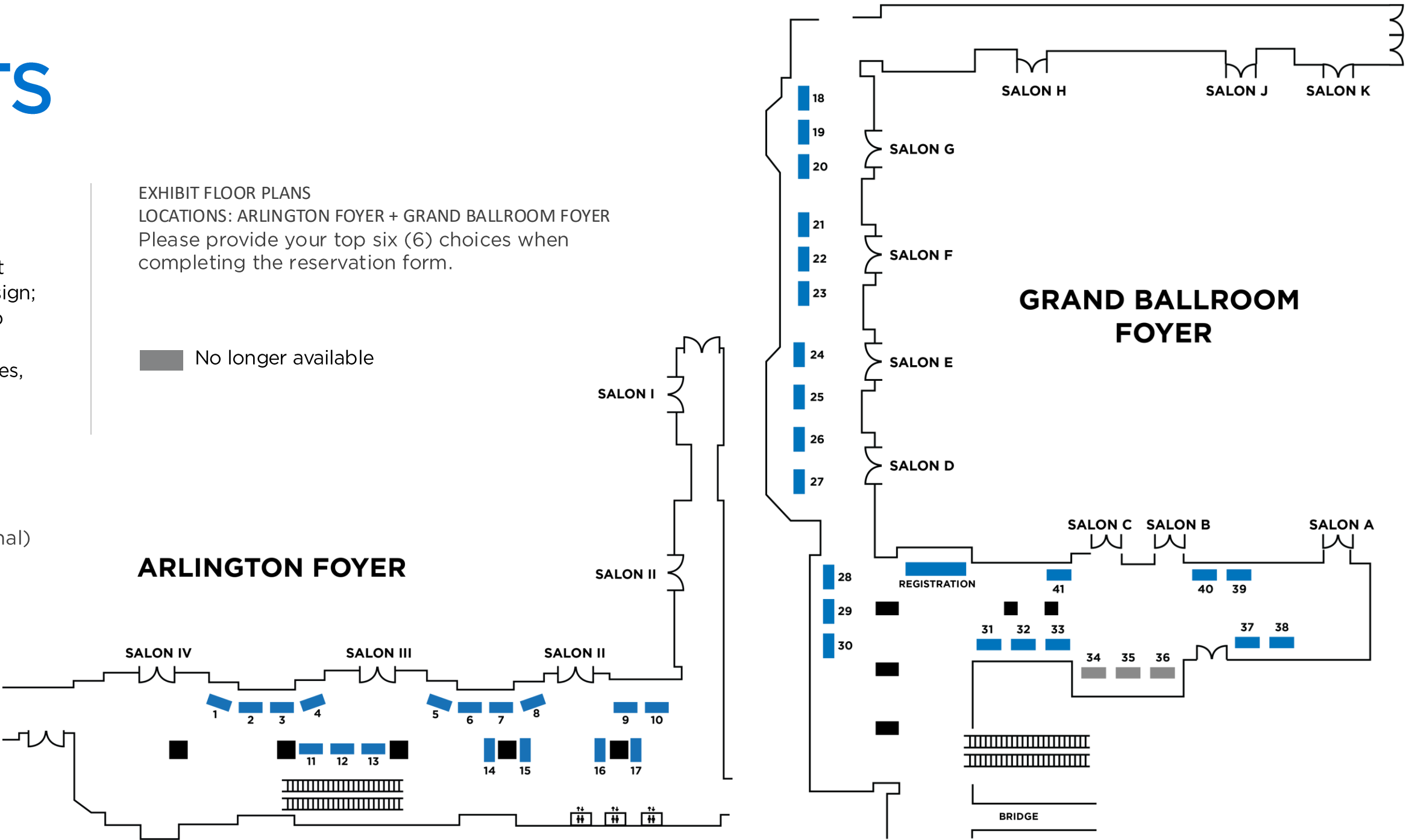
SCHEDULE  
**Exhibit Set-Up:** Subject to Change  
Friday, November 21 (Optional)  
5:00 p.m. - 7:00 pm.  
Saturday, November 22  
6:30 a.m. - 7:30 a.m.

**Exhibit Hours:**  
Saturday, November 22  
7:30 a.m. - 2:30 p.m.

**Exhibit Move-Out:**  
Saturday, November 22  
2:30 p.m.

EXHIBIT FLOOR PLANS  
LOCATIONS: ARLINGTON FOYER + GRAND BALLROOM FOYER  
Please provide your top six (6) choices when completing the reservation form.

 No longer available



# EXHIBIT INFORMATION + REGULATIONS

## PURPOSE

DECA conferences are 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

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.

## BOOTH EQUIPMENT

DECA will provide a 6-foot draped table, 2 chairs and a waste basket. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

## PAYMENT FOR SPACE

Your deposit of 50% of the exhibit rental must accompany the application. The balance is due 60 days prior to the conference.

## 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 DECA.

## BADGES

Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise DECA of personnel one month prior to conference to ensure that badges are prepared in advance.

## SHIPMENT AND STORAGE

Information on shipping methods, storage and rates at the hotel will be sent to you by DECA Inc. The Exhibitor agrees to ship at its own risk and expense all articles to be exhibited.

## RELOCATION OF EXHIBITS

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

## 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 a responsibility of the Exhibitor.

## RESTRICTIONS

DECA reserves the right to restrict exhibits which for any reason become objectionable and may also evict any Exhibit which in the opinion of DECA detracts from the general character of the Exhibit. DECA Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, The Ultimate DECA Power Trip, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs. DECA will not be liable for any refunds or other expenses in this instance.

## CANCELLATIONS

This contract may be canceled in writing 60 days before the conference, 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. 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. DECA assumes no liability of any kind.

## INABILITY TO PERFORM

In the event the Exhibit is not held for any reason beyond its control, DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time.

## 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 DECA, 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. In addition, Exhibitor acknowledges that DECA does 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.

## CLARIFICATION OF RULES

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.

## RESERVATION DEADLINE

October 10, 2025  
for listing in conference program

## QUESTIONS?

Direct exhibit requests and inquiries to:

P 703-860-5000  
E [partner@deca.org](mailto:partner@deca.org)



# PROGRAM + APP ADVERTISEMENTS

## ADVERTISE IN THE ON-THE-GO GUIDES FOR EVERY ATTENDEE

DECA's conference programs and apps are attendees' constant companions for the agenda, maps, exhibitors, speakers and special activities.

- Put your message next to important conference information attendees will read.
- Reach highly engaged, motivated DECA members who are attending the conference.
- Reinforce and promote your participation in the Ultimate DECA Power Trip with specific calls to action.



**\$500**  
**MOBILE APP  
ADVERTISEMENT**  
NAB partners receive a 25% discount

**\$850 - \$1,500**  
**PROGRAM  
ADVERTISEMENT**  
NAB partners receive a 25% discount

# PROGRAM ADVERTISEMENTS

## ADVERTISEMENT RATES

- Full Page Back Cover: \$1,500
- Full Page Inside Cover: \$1,000
- Full Page Ad: \$850

## ARTWORK SIZES

- Full Page Ads: 8.5” x 11” (Vertical)\*
- **\*All full-page ads MUST include an 1/8” bleed**
- All crop and registration marks MUST BE REMOVED from ad.

## ACCEPTABLE FILE FORMATS

### Adobe Acrobat PDF (Preferred)

### InDesign file

- Acceptable file formats are .indd, and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.
- 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. DECA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork.
- For production and quality-control purposes, we cannot accept Web or Internet images.

### Adobe Photoshop Files

- Acceptable file formats are .psd, .jpg, .eps or .tif.
- If a .psd file is submitted, fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

### Adobe Illustrator Files

- Acceptable file formats are .ai and .eps.
- All fonts need to be converted to outlines and all images embedded.

**RESERVE BY**  
October 3, 2025  
**SUBMIT BY**  
October 10, 2025

## QUESTIONS?

Direct inquiries and advertising materials to:

**P** 703-860-5000  
**E** partner@deca.org

DOWNLOAD  
TEMPLATES



Partners receive a 25% discount on DECA conference advertisements



# MOBILE APP ADVERTISEMENTS

## MOBILE APP BASIC PROFILE

Included in your sponsorship/exhibit booth

Profile to be included in the sponsor/exhibitor section of the conference mobile app.

### Profile

- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Description/bio (250 characters maximum, including spaces; cannot include links). Any websites, email addresses or social media handles included in the description will be removed.

## MOBILE APP ADVERTISEMENT

Investment: \$500

Stand out in the conference mobile app when attendees use their device to review schedules, receive conference updates and more.

- Mobile Banner image (600 px by 110 px .jpg or .png)
- Desktop Banner image (640 px x 640 px .jpg or .png)
- Link (URL)

## MOBILE APP ENHANCED PROFILE

Investment: \$500

Profile to be included in the sponsor/exhibitor section of the conference mobile app.

### Profile

- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Header image (640 px wide by 240 px tall .jpg or .png)
- Description/bio (1,000 characters maximum, including spaces; cannot include links). Any websites, email addresses or social media handles included in the description will be removed.

### Links

- (1) Email Address
- (3) Custom Links (URLs)
- Custom Link Text (25 characters maximum, including spaces)

## ARTWORK DEADLINE

October 21, 2025

## QUESTIONS?

Direct inquiries and advertising materials to:

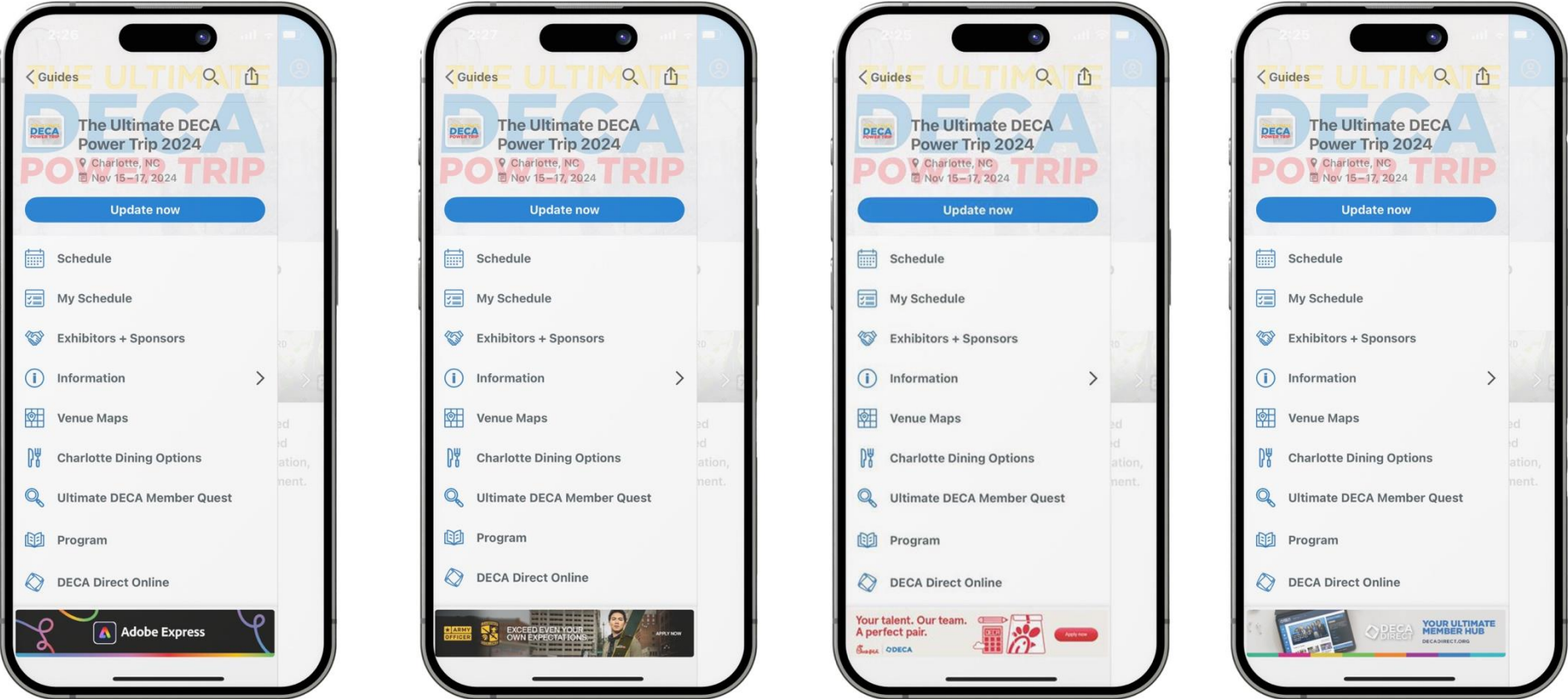
**P** 703-860-5000  
**E** partner@deca.org

DOWNLOAD  
TEMPLATES



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# MOBILE APP ADVERTISEMENTS



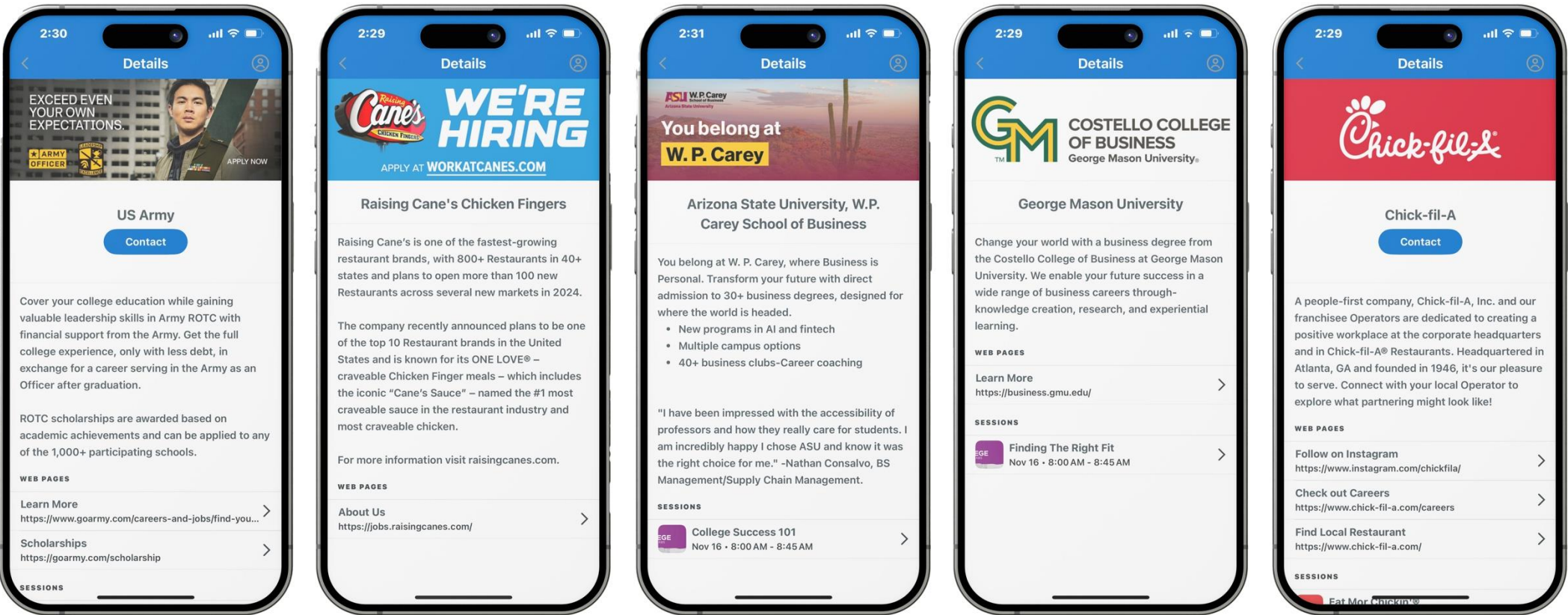
## SAMPLES

### QUESTIONS?

Direct inquiries and  
advertising materials to:  
P 703-860-5000  
E [partner@deca.org](mailto:partner@deca.org)



# MOBILE APP ENHANCED PROFILES



## SAMPLES

### QUESTIONS?

Direct inquiries and  
advertising materials to:

P 703-860-5000  
E [partner@deca.org](mailto:partner@deca.org)

# REGISTRATION INSERTS



## PUT YOUR MESSAGE IN THE HANDS OF CONFERENCE ATTENDEES

Include a special message or swag item along with conference materials all attendees receive during on-site check in.

- Get your message directly to every conference attendee.
- Drop a promotional postcard, discount flyer or special offer in the conference registration packet.
- Draw attention to your booth and remind attendees of your products and/or services.

**\$500**

**+ COST OF PRINTING**

NAB partners receive a 25% discount



# REGISTRATION INSERTS

## ADVERTISEMENT INSERT

Investment: \$500

- One-page only (artwork on both sides)
- Flyers/postcards must not exceed a folded size of 8.5 x 11 inches.
- DECA is not responsible for errors in the provided printed pieces.
- Send a digital version (PDF) of the final insert to DECA Inc. at [partner@deca.org](mailto:partner@deca.org).
- Mail 3,000 finished pieces prior to deadline to:  
DECA Inc.  
Attn: Power Trip Conference  
1908 Association Drive  
Reston, VA 20191

## INSERT DEADLINE

October 24, 2025

## QUESTIONS?

Direct inquiries and advertising materials to:

**P** 703-860-5000

**E** [partner@deca.org](mailto:partner@deca.org)

# MEAL FUNCTIONS



## SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE

Be the premiere sponsor of a meal function or refreshment break during the conference.

- Share a postcard or flyer with all attendees (meal function) or place flyers at the refreshment station.
- Provide a brief greeting and announcement during the meal function.
- Promote your company's brand with your logo on the agenda of the meal function.

**\$7,000+**  
MEAL FUNCTIONS  
(BASED ON ACTUAL COST)

**\$1,000**  
BEVERAGE STATION



# OPPORTUNITIES

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## ADVISOR BEVERAGE BREAKS

(2) Sponsors: \$1,000 each

- Opportunity to place promotional materials (flyer or postcard) at break station
- Signage by break stations(s)
- Mobile app basic profile

## ADVISOR RECEPTION (SOLD)

(1) Exclusive Sponsor: \$7,000

Host a dessert reception for 150 high school educators during the Opening Session in a separate room

- Two-minute speaking opportunity at reception
- Opportunity to place promotional materials (flyer or postcard) at each table
- Tabletop exhibit
- Full page conference program advertisement
- Mobile app basic profile

## LEADERSHIP LUNCHEON

(1) Exclusive Sponsor: \$10,000

Honoring our chartered association officers and advisors, this exclusive event is the perfect avenue for promoting your brand to 200 of our top student leaders and advisors.

- Two-minute speaking opportunity at luncheon
- Opportunity to place promotional materials (flyer, postcard or gift) at each table
- Tabletop exhibit
- Full page conference program advertisement
- Mobile app basic profile

# ATTENDEE EXPERIENCES

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## PUT YOUR BRAND IN THE SPOTLIGHT DURING A UNIQUE ATTENDEE EXPERIENCE

Become the exclusive sponsor of a conference attendee experience and place your brand in the middle of the action.

- Sponsor the Competitive Event Experience and place your brand in the center of our conference. Members participate in a role-play to prep for career development conferences and compete for the ultimate bragging rights.
- Sponsor the “DECA After Dark” Entertainment and claim the memories of our members as they enjoy an evening of fun and networking.



**COST VARIES**  
CONTACT US TO LEARN MORE

# OPPORTUNITIES

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## COMPETITIVE EVENT EXPERIENCE SPONSOR (SOLD)

### (1) Exclusive Sponsor: \$5,000

An integral assessment tool, DECA's Competitive Event Experience is critical to our mission of preparing 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!

- Recognition during the Closing Session, including your organization's logo on-screen
- Opportunity to present awards on stage
- Photograph with top performers
- Medallion to overall top performers
- Logo on case study
- Tabletop exhibit
- Full-page conference program advertisement
- Mobile app basic profile
- Opportunity to provide volunteer judges to evaluate student presentations



# CONTENT DELIVERY

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## INSPIRE EMERGING LEADERS + ENTREPRENEURS WITH YOUR MESSAGE

Deliver meaningful, relevant content that supports the conference learning program.

- Collaborate with DECA's Program Team to find a win-win opportunity to deliver meaningful, relevant content to a targeted audience of DECA members or advisors.
- Formats may include presentations, panel discussions, roundtable discussions, one-on-one feedback sessions and more.
- The biography and photo of your speaker, as well as your company's logo, description and website, will be featured with the session attendees.

ARLINGTON, VA  
NOVEMBER 22, 2025  
Crystal Gateway Marriott

CONTACT US FOR  
MORE DETAILS

# VOLUNTEER OPPORTUNITIES



## SHARE YOUR BUSINESS EXPERTISE

Inspire emerging leaders and entrepreneurs - the opportunity is priceless. You'll be so impressed you'll forget these students are still in high school.

- Evaluate the knowledge and skills of high-achieving, business-minded students as they engage in business role-play simulations.
- Join us as a volunteer from 8:00 a.m.-12:00 p.m., 8:00 a.m.-4:00 p.m. or 12:30 p.m.-4:00 p.m. on Saturday, November 22, 2025.

**SIGN UP TO VOLUNTEER**

ARLINGTON, VA  
NOVEMBER 22, 2025  
Crystal Gateway Marriott



# HOUSING + SHIPPING

## HOUSING INFORMATION

Crystal Gateway Marriott  
1700 Richmond Hwy  
Arlington, VA 22202

Rate: \$189 King \$199 Double/Double plus tax/fee per room per night

[Reserve Rooms](#)

Ritz-Carlton Pentagon City  
1250 South Hayes Street  
Arlington, VA 22202

Rate: Rate is \$219 plus tax/fee per room/night.

[Reserve Rooms](#)

Deadline October 15, 2025

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.

## SHIPPING + RECEIVING INFORMATION

ATTN: PERSON RECEIVING PACKAGE  
Crystal Gateway Marriott Hotel  
1700 Richmond Highway  
Arlington, Virginia 22202  
Hold For: Ultimate DECA Power Trip Conference, Christopher Young  
Arrival Date: Contact Arrival Day and Date

The Crystal Gateway Marriott Hotel will only accept packages (3) three days prior to your function date/arrival date and must be made aware of such deliveries by emailing [WASGWSECURITY@Marriott.com](mailto:WASGWSECURITY@Marriott.com)

Packages delivered more than (3) days before your function date/arrival date will be assessed a storage fee.

## HOUSING DEADLINE

October 15, 2025  
for DECA conference rates

## QUESTIONS?

Direct exhibit requests and inquiries to:

P 703-860-5000  
E [partner@deca.org](mailto:partner@deca.org)

## SHIPPING INSTRUCTIONS



Partners receive a 25% discount on DECA conference exhibits





RESERVE YOUR OPPORTUNITY

[partner@deca.org](mailto:partner@deca.org) | (703) 860-5000 | [www.deca.org](http://www.deca.org)

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.