



DECA **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**

PARTNERSHIP OPPORTUNITIES 2026

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 25,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA excitement. DECA members demonstrate their college and career readiness knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and association level.

- 1,000 volunteers from the business industry are recruited to judge the competitions
- 60+ volunteers are recruited to participate in the Executive Mentor Program to provide college and career advice to high school seniors
- 75+ companies showcase their products/services on the exhibit floor

DATES

April 25-28, 2026

LOCATION

Georgia World Congress Center
285 Andrew Young International Blvd. NW
Atlanta, GA 30313

AUDIENCE

25,000+ High School Students, Educators
and Administrators

INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book
- Recognition in conference mobile app (basic profile)
- On-site signage at sponsored activity or event

SPONSORSHIPS + OPPORTUNITIES

- Exhibits
- Mobile App Advertisements
- Registration Inserts
- Meal Functions
- Volunteer



EXHIBIT

EXHIBITS



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

Exhibits are specifically designed to be an integral part of the International Career Development Conference, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- Reach many customers, potential employees and prospective college 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.

\$1,450 - \$1,750
PER SPACE

NAB partners receive a 25% discount

EXHIBITS + HOUSING

EXHIBIT BOOTH RATES

Standard Booth: \$1,450 (Middle)

Premium Booth: \$1,750 (Corner/End/Island Location)

Exhibit fee includes a 10'x10' draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

SCHEDULE

Exhibit Set-Up:

Saturday, April 25 – 1:00 p.m. – 5:00 p.m.

Exhibit Hours:

Sunday, April 26 – 8:00 a.m. – 4:00 p.m.

Monday, April 27 – 8:00 p.m. – 4:00 p.m.

Exhibit Move-Out:

Monday, April 27 – 4:00 p.m.

DECORATOR

Freeman Expositions, LLC
(888) 508-5054

HOUSING

Westin Peachtree Plaza – 30 King Rooms
210 Peachtree Street NW | Atlanta, GA 30303
\$209 + taxes and fees

[Reserve Rooms](#)

Must enter code: DECDECO42622MDJ

Omni Atlanta Hotel at Centennial Park – 100 King Rooms
190 Marietta Street NW | Atlanta, GA 30303
\$238 + tax and fees

[Reserve Rooms](#)

HOUSING DEADLINE

March 8, 2026

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

EXHIBIT RESERVATION DEADLINE

February 12, 2026
for listing in conference program

QUESTIONS?

Direct exhibit requests
and inquiries to:

P 703-860-5000

E partner@deca.org



Partners receive a 25%
discount on DECA
conference exhibits

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 10'x10' draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. 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 will be sent to you directly by the decorator. 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

February 12, 2026
for listing in conference program

QUESTIONS?

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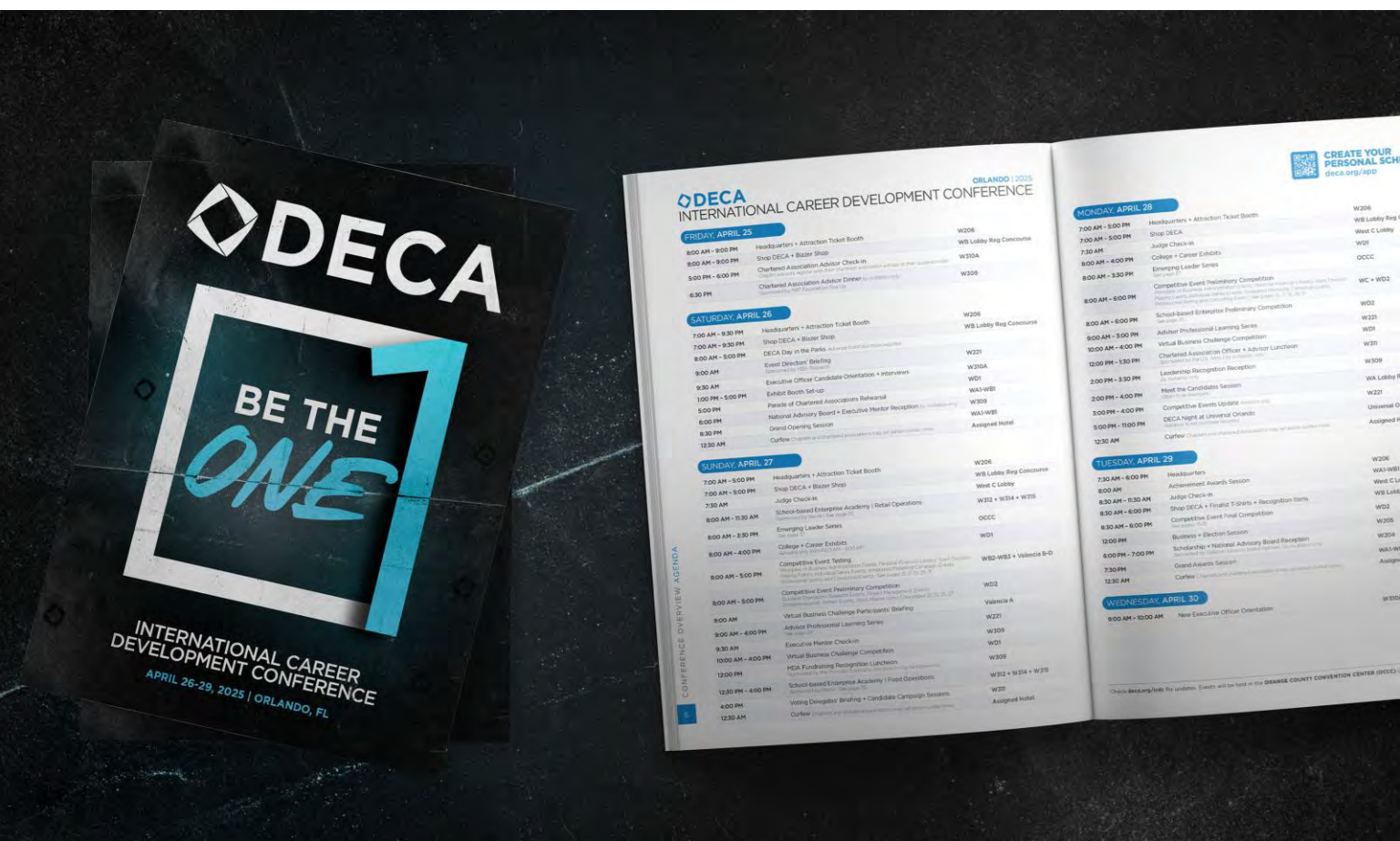
ADVERTISE

MOBILE 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 ICDC with specific calls to action.



\$1,000
MOBILE APP
ADVERTISEMENT

NAB partners receive a 25% discount



MOBILE APP ADVERTISEMENTS

**ARTWORK
DEADLINE**

March 7, 2026

MOBILE APP BASIC PROFILE

Included in your sponsorship/exhibit booth

Profile to be included in the sponsors/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: \$1,000

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: \$1,000

Profile to be included in the sponsors/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
- (1) LinkedIn URL
- (1) Instagram URL
- (1) Custom Link (URL)
- Custom Link Text (25 characters maximum, including spaces)

QUESTIONS?

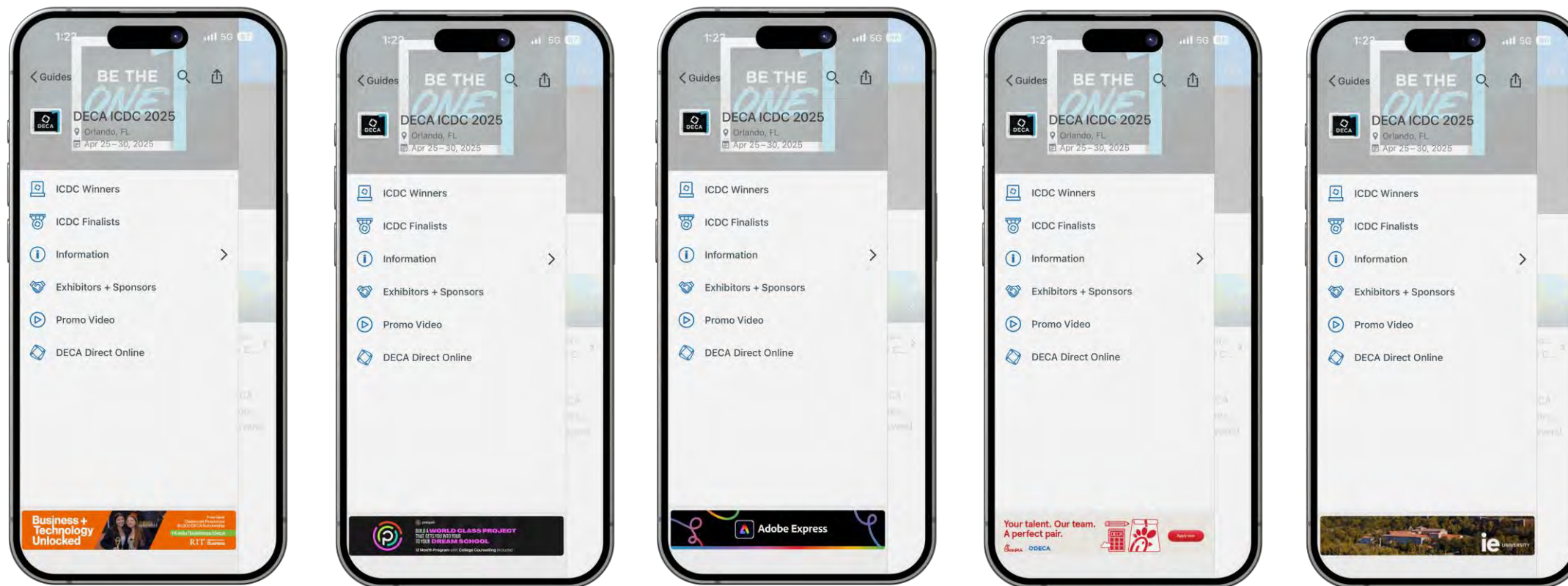
Direct inquiries and advertising materials to:

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



Partners receive a 25% discount on DECA conference advertisements

MOBILE APP ADVERTISEMENTS



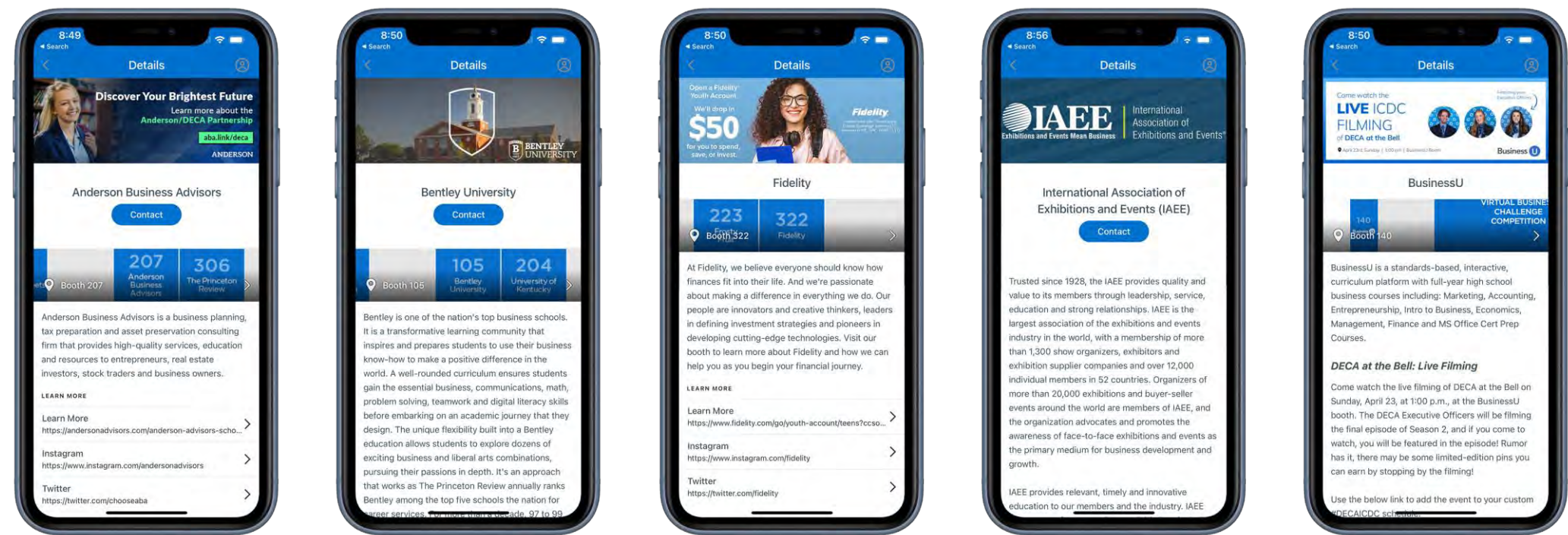
SAMPLES

QUESTIONS?

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MOBILE APP ENHANCED PROFILES



SAMPLES

QUESTIONS?

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advertising materials to:

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E partner@deca.org

REGISTRATION INSERTS

PUT YOUR MESSAGE DIRECTLY 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.
- Give away a branded swag item in the conference registration packet.
- Draw attention to your exhibit booth and remind attendees of your products and/or services.



\$2,000
+ COST OF PRINTING
NAB partners receive a 25% discount

REGISTRATION INSERTS

ADVERTISEMENT INSERT

Investment: \$2,000

- 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.
- Upload a PDF of the final insert to DECA Inc.
- Inserts must be bundled in groups of 100.
- Mail 26,000 finished pieces prior to deadline to:
Fulfillment House, Inc.
22880 Glenn Drive, Suite 120
Sterling, VA 20164
Attn: DECA ICDC Reg | “Company Name”

INSERT DEADLINE

March 15, 2026

QUESTIONS?

Direct inquiries and advertising materials to:

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



Partners receive a 25% discount on DECA conference advertisements

SPONSOR

SPONSOR PACKAGES

PREMIER SPONSOR

Investment: \$10,000

- Competitive Event Sponsorship
- Two \$1,000 scholarships
- 10x10 exhibit booth
- Mobile app banner advertisement
- Mobile app enhanced profile
- Volunteer/judge meal function
- One beverage break
- Three invitations for senior level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

BUSINESS SPONSOR

Investment: \$5,000

- One \$1,000 scholarship
- 10x10 exhibit booth
- Mobile app banner advertisement
- Mobile app enhanced profile
- One beverage break
- Two invitations for senior level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

MEAL FUNCTIONS



SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE

Be the premier 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.

\$2,500 - \$25,000
MEAL FUNCTIONS
(BASED ON ACTUAL COST)

\$1,000
BEVERAGE STATION

SPONSOR MEAL OPPORTUNITIES

CHARTERED ASSOCIATION ADVISOR DINNER

(1) Exclusive Sponsor: \$7,500

Meet and greet 75 DECA chartered association advisors during their exclusive welcome dinner.

- Two-minute speaking opportunity at the dinner.
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table.

LEADERSHIP LUNCHEON **SOLD**

(1) Exclusive Sponsor: \$25,000

Honoring our chartered association officers and advisors, this exclusive event is the perfect avenue for promoting your brand to over 400 top DECA student leaders and advisors.

- Meet and greet DECA's chartered association student leaders.
- Three to five-minute speaking opportunity at the luncheon.
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table.
- Mobile app banner advertisement

BEVERAGE BREAKS

(3) Sponsors: \$1,000 each

Provide morning or afternoon refreshments to a variety of key audiences including high school teacher-advisors, exhibitors or volunteer judges.

- Opportunity to place promotional materials (flyer or postcard) at break station.
- Signage by break station

VOLUNTEER JUDGE BREAKFASTS/LUNCHES

(8) Sponsors: \$2,500 each

Help thank Atlanta professionals for serving as volunteer judges in DECA's competitive events program.

- Opportunity to place promotional materials (flyer, postcard or gift) at meal/refreshment stations.



VOLUNTEER

COMPETITIVE EVENTS JUDGE

INSPIRE EMERGING LEADERS AND ENTREPRENEURS

You'll be so impressed you'll forget they are only in high school. The opportunity is priceless.

- Evaluate high-achieving, business-minded students participating in DECA's Competitive Events Program as they present projects to industry professionals or engage in business simulations.
- If you can't join us in-person in Atlanta, evaluate our members' written entries — including strategic plan proposals, business plans and project management plans.

**SIGN UP TO VOLUNTEER
VIRTUALLY**

**SIGN UP TO VOLUNTEER
IN-PERSON**

VIRTUAL

APRIL 11-18, 2026
From Your Home/Office

ATLANTA, GA

APRIL 26-28, 2026
Georgia World Congress Center



EXECUTIVE MENTOR



SHARE YOUR BUSINESS EXPERTISE

Don't you wish you had a mentor when you were in high school? Now's your chance to share the most important things you learned and wished you would have known with some of the savviest emerging leaders.

- Senior leaders are invited to serve as executive mentors to share your career experiences through interactive, roundtable discussions.

SIGN UP TO VOLUNTEER

ATLANTA, GA

APRIL 26, 2026

Georgia World Congress Center



RESERVE YOUR OPPORTUNITY

partner@deca.org | (703) 860-5000 | 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.