

DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

ASSOCIATION REGISTRATION GUIDE

APRIL 25-28, 2026 | ATLANTA





DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 26,000 high school students, teacher-advisors, business professionals and alumni gather for several days of career preparation, leadership development and overall excitement.

DECA members demonstrate their college and career ready 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 levels. More than 1,000 business professionals serve as judges to evaluate members' mastery of these concepts.

In addition, thousands of members participate in DECA's Emerging Leader Series, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity. One highlight is the involvement of executive mentors who provide college and career advice.

Thousands of DECA advisors and educators participate in administering DECA's Competitive Events Program and Emerging Leader Series while also participating in professional learning activities.

CLASSROOM CONNECTION

DECA's International Career Development Conference supports educational initiatives.

- Career Clusters®
- National Curriculum Standards
- 21st Century Skills
- Common Core State Standards
- Project-based Learning
- Personal Financial Literacy

CONFERENCE FACTS



15,000

finalists from 52 chartered associations vying for international honors in DECA's Competitive Events Program.

4,000

DECA members engaging in leadership development activities preparing to be college and career ready.

1,000

business leaders will serve as judges for international competition.



100

exhibitors from a wide variety of colleges and businesses.

2,400

DECA advisors coaching their students and attending Advisor Professional Learning.

GEORGIA WORLD CONGRESS CENTER

285 Andrew Young International Blvd NW,
Atlanta, GA 30313
404-223-4000

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CONFERENCE OVERVIEW

ICDC 2026





KEY DATES

**FEB
15**

ICDC competitors' membership eligibility deadline

**MAR
17**

Deadline for chartered associations to submit conference registration to DECA Inc. and housing to assigned hotel and DECA Inc.

**MAR
25**

Portal opens for chapters to upload qualifying prepared entry submissions

Business Growth Plan **EBG**
Business Services Operations Research **BOR**
Business Solutions Project **PMBS**
Buying and Merchandising Operations Research **BMOR**
Career Development Project **PMCD**
Community Awareness Project **PMCA**
Community Giving Project **PMCG**
Finance Operations Research **FOR**
Financial Literacy Project **PMFL**
Franchise Business Plan **EFP**
Hospitality and Tourism Operations Research **HTOR**
Independent Business Plan **EIB**
Innovation Plan **EIP** (Pitch Deck)
Integrated Marketing Campaign-Event **IMCE** (Pitch Deck)
Integrated Marketing Campaign-Product **IMCP** (Pitch Deck)
Integrated Marketing Campaign-Service **IMCS** (Pitch Deck)
International Business Plan **IBP**
Sales Project **PMSP**
Sports and Entertainment Marketing Operations Research **SEOR**
Start-Up Business Plan **ESB** (Pitch Deck)
Stock Market Game **SMG** (Pitch Deck)

**MAR
27**

Deadline for chapters to submit accommodation requests to DECA Inc.

**APR
8**

Deadline for chapters to upload qualifying prepared entry submissions

**APR
8**

Deadline for chartered associations to submit any changes to competitive events registration

**APR
24**

Deadline for chartered association advisors to request refunds from DECA Inc. Requests must be submitted by 2:00 p.m. ET.

REGISTRATION PROCESS

1 Members qualify to attend the DECA International Career Development Conference based on their chartered association's eligibility guidelines.

2 Chapter advisors register their attendees for both the conference and housing with the chartered association advisor. The chartered association sets registration procedures and deadlines.

3 The chartered association advisor receives and verifies the information from chapter advisors.

4 The chartered association advisor submits the conference registration to DECA Inc. and housing to the association's assigned hotel by March 17.

5 DECA Inc. notifies chapter advisors to verify their chapter's registration in the online membership system. Chapter advisors request any changes to the chartered association advisor.

6 The chartered association advisor requests any changes in registration or housing to DECA Inc. and/or the association's assigned hotel.



ATLANTA | 2026

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

FRIDAY, APRIL 24

12:00 PM - 1:30 PM	Chartered Association Advisor Check-in + Luncheon <small>By invitation only Chapter advisors register with their chartered association advisor at their assigned hotel</small>	GWCC
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SATURDAY, APRIL 25

9:00 AM	Event Directors' Briefing <small>Sponsored by College Board</small>	GWCC
10:00 AM - 8:00 PM	Headquarters + Attraction Ticket Booth	GWCC
10:00 AM - 8:00 PM	Shop DECA + Blazer Shop	GWCC
10:00 AM - 5:00 PM	Explore Atlanta or Competition Preparation <small>On your own</small>	
10:00 AM	Executive Officer Candidate Orientation + Interviews	GWCC
1:00 PM - 5:00 PM	Exhibit Booth Set-up	GWCC
5:00 PM	Parade of Chartered Associations Rehearsal	Mercedes-Benz Stadium
6:30 PM	National Advisory Board + Executive Mentor Reception <small>By invitation only</small>	Mercedes-Benz Stadium
8:00 PM	Grand Opening Session	Mercedes-Benz Stadium
12:30 AM	Curfew <small>Chapters and chartered associations may set earlier curfew times</small>	Assigned Hotel

SUNDAY, APRIL 26

7:00 AM - 5:00 PM	Headquarters + Attraction Ticket Booth	GWCC
7:00 AM - 5:00 PM	Shop DECA + Blazer Shop	GWCC
7:30 AM	Judge Check-in	GWCC
8:00 AM	MDA Fundraising Recognition Breakfast <small>Sponsored by the Muscular Dystrophy Association By invitation only</small>	GWCC
8:00 AM - 11:30 AM	School-based Enterprise Academy Food Operations	Omni Hotel
8:00 AM - 3:30 PM	Emerging Leader Series	GWCC
8:00 AM - 4:00 PM	College + Career Exhibits <small>Advisors only from 8:00 AM - 9:00 AM</small>	GWCC
8:00 AM - 5:00 PM	Competitive Event Testing <small>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events</small>	GWCC
8:00 AM - 5:00 PM	Competitive Event Preliminary Competition <small>Business Operations Research Events, Project Management Events, Entrepreneurship Written Events, Stock Market Game</small>	GWCC
9:00 AM	Virtual Business Challenge Participants' Briefing	GWCC
9:00 AM - 4:00 PM	Advisor Professional Learning Series	GWCC
9:30 AM	Executive Mentor Program	GWCC
10:00 AM - 4:00 PM	Virtual Business Challenge Competition	GWCC
12:00 PM - 3:30 PM	School-based Enterprise Academy Retail Operations	Omni Hotel
4:00 PM	Voting Delegates' Briefing + Candidate Campaign Sessions	GWCC
5:00 PM - 11:00 PM	Choose Your Own ATL Adventure <small>Advance ticket purchase required</small>	
12:30 AM	Curfew <small>Chapters and chartered associations may set earlier curfew times</small>	Assigned Hotel

MONDAY, APRIL 27

7:00 AM - 5:00 PM	Headquarters + Attraction Ticket Booth	GWCC
7:00 AM - 5:00 PM	Shop DECA	GWCC
7:30 AM	Judge Check-In	GWCC
8:00 AM - 4:00 PM	College + Career Exhibits	GWCC
8:00 AM - 3:30 PM	Emerging Leader Series	GWCC
8:00 AM - 6:00 PM	Competitive Event Preliminary Competition <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Event</i>	GWCC
8:00 AM - 6:00 PM	School-based Enterprise Preliminary Competition	GWCC
9:00 AM - 3:00 PM	Advisor Professional Learning Series	GWCC
10:00 AM - 4:00 PM	Virtual Business Challenge Competition	GWCC
12:00 PM - 1:30 PM	Chartered Association Officer + Advisor Luncheon <i>Sponsored by the U.S. Army By invitation only</i>	GWCC
2:00 PM - 3:30 PM	Leadership Recognition Reception <i>By invitation only</i>	GWCC
2:30 PM - 4:30 PM	Meet the Candidates Session <i>Open to all members</i>	GWCC
3:30 PM - 4:30 PM	Competitive Events Update <i>Advisors only</i>	GWCC
5:00 PM - 11:00 PM	Choose Your Own ATL Adventure <i>Advance ticket purchase required</i>	
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

TUESDAY, APRIL 28

7:30 AM - 6:00 PM	Headquarters	GWCC
8:00 AM	Achievement Awards Session	Mercedes-Benz Stadium
8:30 AM - 11:30 AM	Judge Check-In	GWCC
8:30 AM - 5:00 PM	Shop DECA + Finalist T-Shirts + Recognition Items	GWCC
8:30 AM - 6:00 PM	Competitive Event Final Competition	GWCC
12:00 PM	Business + Election Session	GWCC
6:00 PM - 7:00 PM	Scholarship + National Advisory Board Reception <i>Sponsored by National Advisory Board Partners By invitation only</i>	Mercedes-Benz Stadium
7:30 PM	Grand Awards Session	Mercedes-Benz Stadium
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

WEDNESDAY, APRIL 29

9:00 AM - 11:00 AM	New Executive Officer Orientation	Omni Hotel
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Check deca.org/icdc for updates. Events will be held in the **GEORGIA WORLD CONGRESS CENTER** unless otherwise noted.



DECA COMPETITIVE EVENTS

ICDC 2026





DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**

Principles of Entrepreneurship **PEN**

Principles of Finance **PFN**

Principles of Hospitality and Tourism **PHT**

Principles of Marketing **PMK**

TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**

Buying and Merchandising Team Decision Making **BTDM**

Entrepreneurship Team Decision Making **ETDM**

Financial Services Team Decision Making **FTDM**

Hospitality Services Team Decision Making **HTDM**

Marketing Management Team Decision Making **MTDM**

Sports and Entertainment Marketing Team Decision Making **STDM**

Travel and Tourism Team Decision Making **TTDM**

INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**

Apparel and Accessories Marketing Series **AAM**

Automotive Services Marketing Series **ASM**

Business Finance Series **BFS**

Business Services Marketing Series **BSM**

Entrepreneurship Series **ENT**

Food Marketing Series **FMS**

Hotel and Lodging Management Series **HLM**

Human Resources Management Series **HRM**

Marketing Communications Series **MCS**

Quick Serve Restaurant Management Series **QSRM**

Restaurant and Food Service Management Series **RFSM**

Retail Merchandising Series **RMS**

Sports and Entertainment Marketing Series **SEM**

PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**

Buying and Merchandising Operations Research **BMOR**

Finance Operations Research **FOR**

Hospitality and Tourism Operations Research **HTOR**

Sports and Entertainment Marketing Operations Research **SEOR**

PROJECT MANAGEMENT EVENTS

Business Solutions Project **PMBS**

Career Development Project **PMCD**

Community Awareness Project **PMCA**

Community Giving Project **PMCG**

Financial Literacy Project **PMFL**

Sales Project **PMSP**

ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**

Start-Up Business Plan **ESB**

Independent Business Plan **EIB**

International Business Plan **IBP**

Business Growth Plan **EBG**

Franchise Business Plan **EFB**

INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign-Event **IMCE**

Integrated Marketing Campaign-Product **IMCP**

Integrated Marketing Campaign-Service **IMCS**

PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**

Hospitality and Tourism Professional Selling **HTPS**

Professional Selling **PSE**

ONLINE EVENTS

Stock Market Game **SMG**

Virtual Business Challenge-Accounting **VBCAC**

Virtual Business Challenge-Entrepreneurship **VBCEN**

Virtual Business Challenge-Fashion **VBCFA**

Virtual Business Challenge-Hotel Management **VBCHM**

Virtual Business Challenge-Personal Finance **VBCPF**

Virtual Business Challenge-Restaurant **VBCRS**

Virtual Business Challenge-Retail **VBCRT**

Virtual Business Challenge-Sports **VBCSP**

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.



COMPETITIVE EVENT CATEGORY	TUESDAY APRIL 8	SUNDAY APRIL 26	MONDAY APRIL 27	TUESDAY APRIL 28
Principles of Business Administration Events Team Decision Making Events Individual Series Events Personal Financial Literacy Event Professional Selling and Consulting Events		Briefing and Exam	Preliminary Presentations to Judges	Finalist Presentations to Judges*
Business Operations Research Events Project Management Events Entrepreneurship Events Stock Market Game	Deadline for prepared entry submission through the online competition portal.	Preliminary Presentations to Judges		Finalist Presentations to Judges*
Integrated Marketing Campaign Events	Deadline for prepared entry submission through the online competition portal.	Briefing and Exam	Preliminary Presentations to Judges	Finalist Presentations to Judges*
School-based Enterprise		SBE Academy	SBE Competition Preliminaries	SBE Competition Finals*
Virtual Business Challenge		Briefing and Round 1	Round 2	

*Finalists will be announced on Tuesday morning during the Achievement Awards Session.

QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to February 15 of the current school year.
2. All participants and prepared entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and prepared entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's International Career Development Conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A prepared entry may not be entered in more than one ICDC competitive event during a given year.
9. Once a prepared entry is entered in ICDC competition, the identical content material may not be entered in ICDC competition again.
10. All participants must attend the briefing sessions for their competitive event during the international conference, if scheduled.
11. Participants are required to follow the official DECA dress code outlined on page 42.
12. All written entries must include a signed copy of DECA's Prepared Event Statement of Assurances and Academic Integrity (page 61) of the DECA Guide.
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.



DECA SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous organizations. Unless otherwise noted, each sponsoring organization provides the following awards for top performers at DECA's International Career Development Conference.

1st Place - \$1,000 per team

2nd Place - \$500 per team

3rd Place - \$250 per team

4th-10th Place - \$100 each per team

ACT Accounting Applications Series <small>Sponsored by National Association of State Procurement Officials</small>	 
AAM Apparel and Accessories Marketing Series <small>Sponsored by iCEV</small>	
ASM Automotive Services Marketing Series <small>Sponsored by George Mason University Costello College of Business</small>	
BFS Business Finance Series <small>Sponsored by National Association of State Procurement Officials</small>	 
EBG Business Growth Plan <small>Sponsored by Collaborative Work Environment (CWE)</small>	
BLTDM Business Law and Ethics Team Decision Making <small>Sponsored by National Association of State Procurement Officials</small>	 
BSM Business Services Marketing Series <small>Sponsored by McGraw Hill</small>	
BOR Business Services Operations Research <small>Sponsored by Piper Sandler</small>	
PMBS Business Solutions Project <small>Sponsored by National Association of State Procurement Officials</small>	 
BMOR Buying and Merchandising Operations Research <small>Sponsored by Piper Sandler</small>	

	BTDM	Buying and Merchandising Team Decision Making <i>Sponsored by Fashion Institute of Technology (FIT)</i>	 State University of New York Jay and Patty Baker School of Business and Technology
	PMCD	Career Development Project <i>Sponsored by National Apartment Association Education Institute</i>	 NATIONAL APARTMENT ASSOCIATION Education Institute
	PMCA	Community Awareness Project <i>Sponsored by Piper Sandler</i>	 PIPER SANDLER
	PMCG	Community Giving Project <i>Sponsored by Infinity Insurance Agency</i>	 INFINITY INSURANCE AGENCY
	ENT	Entrepreneurship Series <i>Sponsored by Savannah College of Art and Design</i>	 SCAD The University for Creative Careers
	ETDM	Entrepreneurship Team Decision Making <i>Sponsored by A2ZRent</i>	 a2zrent
	FOR	Finance Operations Research <i>Sponsored by Piper Sandler</i>	 PIPER SANDLER
	FCE	Financial Consulting <i>Sponsored by Merrill Wealth Management</i>	 MERRILL A BANK OF AMERICA COMPANY
	PMFL	Financial Literacy Project <i>Sponsored by National Association of State Procurement Officials</i>	 NASPO National Association of State Procurement Officials OPPA Procurement Professionals Alliance
	FTDM	Financial Services Team Decision Making <i>Sponsored by McGraw Hill</i>	 Mc Graw Hill
	FMS	Food Marketing Series <i>Sponsored by Otis Spunkmeyer</i>	 OtisSpunkmeyer
	EFB	Franchise Business Plan <i>Sponsored by iCEV</i>	 iCEV
	HTDM	Hospitality Services Team Decision Making <i>Sponsored by A2ZRent</i>	 a2zrent
	HTOR	Hospitality and Tourism Operations Research <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	 THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION
	HTPS	Hospitality and Tourism Professional Selling <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	 THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION
	HLM	Hotel and Lodging Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	 THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION
	HRM	Human Resources Management Series <i>Sponsored by AT&T</i>	 AT&T
	EIB	Independent Business Plan <i>Sponsored by Clearpoint Business Group</i>	 CLEARPOINT BUSINESS GROUP
	EIP	Innovation Plan <i>Sponsored by Savannah College of Art and Design</i>	 SCAD The University for Creative Careers
	IMCE	Integrated Marketing Campaign-Event <i>Sponsored by Adobe</i>	 Adobe
	IMCP	Integrated Marketing Campaign-Product <i>Sponsored by Adobe</i>	 Adobe

	IMCS	Integrated Marketing Campaign-Service <i>Sponsored by Adobe</i>	
	IBP	International Business Plan <i>Sponsored by Belmont University Massey College of Business</i>	
	MCS	Marketing Communications Series <i>Sponsored by Adobe</i>	
	MTDM	Marketing Management Team Decision Making <i>Sponsored by Adobe</i>	
	PFL	Personal Financial Literacy <i>Sponsored by National Association of State Procurement Officials</i>	 
	PBM	Principles of Business Management and Administration <i>Sponsored by National Association of State Procurement Officials</i>	 
	PEN	Principles of Entrepreneurship <i>Sponsored by Stukent CTE</i>	
	PFN	Principles of Finance <i>Sponsored by National Association of State Procurement Officials</i>	 
	PHT	Principles of Hospitality and Tourism <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
	PMK	Principles of Marketing <i>Sponsored by Adobe</i>	
	PSE	Professional Selling <i>Sponsored by Vector Marketing</i>	
	QSRM	Quick Serve Restaurant Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
	RFSM	Restaurant and Food Service Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
	RMS	Retail Merchandising Series <i>Sponsored by NRF Foundation</i>	
	PMSP	Sales Project <i>Sponsored by Spirit Box</i>	
	SEOR	Sports and Entertainment Marketing Operations Research <i>Sponsored by Piper Sandler</i>	
	SEM	Sports and Entertainment Marketing Series <i>Sponsored by Stukent CTE</i>	
	STDM	Sports and Entertainment Marketing Team Decision Making <i>Sponsored by National Association of State Procurement Officials</i>	 
	ESB	Start-Up Business Plan <i>Sponsored by Nestlé</i>	
	SMG	Stock Market Game <i>Sponsored by IE University</i>	
	TTDM	Travel and Tourism Team Decision Making <i>Sponsored by Raising Cane's Chicken Fingers</i>	



Virtual Business Challenge Awards

1st Place - \$1,000 per team

2nd Place - \$500 per team

3rd Place - \$250 per team

 VBCAC	Virtual Business Challenge-Accounting
	<i>Sponsored by Knowledge Matters</i>



 VBCEN	Virtual Business Challenge-Entrepreneurship
	<i>Sponsored by Knowledge Matters</i>



 VBCFA	Virtual Business Challenge-Fashion
	<i>Sponsored by Knowledge Matters</i>



 VBCEN	Virtual Business Challenge-Personal Finance
	<i>Sponsored by Knowledge Matters</i>



 VBCEN	Virtual Business Challenge-Restaurant
	<i>Sponsored by Knowledge Matters</i>



 VBCEN	Virtual Business Challenge-Retail
	<i>Sponsored by Knowledge Matters</i>
 VBCSP	Virtual Business Challenge-Sports



Virtual Business Challenge-Hotel Management Awards

1st Place - \$5,000 per team

2nd Place - \$2,000 per team

3rd Place - \$1,000 per team

 VBCHM	Virtual Business Challenge-Hotel Management
	<i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>



COMPETITIVE EVENTS ALLOCATIONS

CHARTERED ASSOCIATION	2023-2024 MEMBERSHIP	2024-2025 MEMBERSHIP	Principles of Business Administration 5	Business Operations Research 5
			Team Decision Making 8	Project Management 6
Alabama	4,267	3,988	4	3
Arizona	5,183	5,852	5	4
Arkansas	1,682	1,605	3	2
California	6,562	7,699	6	5
Colorado	8,624	9,436	7	6
Connecticut	2,670	3,008	4	3
Delaware	312	533	3	2
Florida	13,011	15,000	10	9
Georgia	18,119	21,086	10	9
Germany	547	554	3	2
Hawaii	580	724	3	2
Idaho	502	508	3	2
Illinois	4,425	5,409	5	4
Indiana	3,891	4,541	4	3
Iowa	682	797	3	2
Kansas	1,377	1,405	3	2
Kentucky	2,593	2,837	3	3
Louisiana	1,263	1,560	3	2
Maine	55	50	3	2
Maryland	1,435	1,809	3	2
Massachusetts	10,010	12,125	8	7
Michigan	9,007	9,776	7	6
Minnesota	5,296	6,023	5	4
Mississippi	1,351	1,301	3	2
Missouri	7,050	7,708	6	5
Montana	886	1,066	3	2
Nebraska	1,390	1,562	3	2
Nevada	1,688	2,035	3	3
New Hampshire	787	1,015	3	2
New Jersey	11,326	13,001	9	8
New Mexico	3,760	3,031	4	3
New York	7,267	9,225	7	6
North Carolina	10,015	11,268	8	7
North Dakota	1,087	1,084	3	2
Ohio	6,124	7,000	6	5
Oklahoma	1,669	1,513	3	2
Ontario	15,003	18,050	10	9
Oregon	1,689	2,014	3	3
Pennsylvania	7,017	7,841	6	5
Puerto Rico	2,883	3,321	4	3
Rhode Island	733	868	3	2
South Carolina	2,296	3,004	4	3
South Dakota	201	197	3	2
Tennessee	7,003	8,191	6	5
Texas	23,007	25,783	10	9
Utah	2,904	3,500	4	3
Vermont	-	11	3	2
Virginia	12,680	14,831	9	8
Washington	15,028	16,780	10	9
West Virginia	449	438	3	2
Wisconsin	9,585	10,165	7	6
Wyoming	390	348	3	2
TOTALS	257,465	292,476	257	208

COMPETITIVE EVENTS ALLOCATION FORMULA

2024-2025 MEMBERSHIP	Principles of Business Administration 5 Team Decision Making 8 Individual Series 14 Personal Financial Literacy 1	Business Operations Research 5 Project Management 6 Entrepreneurship Events 6 Integrated Marketing Campaign 3 Professional Selling and Consulting 3
15,000	10	9
13,000	9	8
11,000	8	7
9,000	7	6
7,000	6	5
5,000	5	4
3,000	4	3
2,000	3	3
0 - 1,999	3	2

Adjustments (gains or losses) will not be made until the end of the membership year and will be effective starting with the upcoming membership year.



EVIDENCE OF STUDENT LEARNING

TRANSCRIPTS

Supporting college and career readiness, DECA's competitive events transcripts express each member's performance rated against National Curriculum Standards identified as essential knowledge and skills. DECA transcripts provide evidence of student learning and achievement as demonstrated by their participation in DECA's Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion the judge evaluates.

Because of the structure of DECA's competitive events program, all data is normalized and should be viewed as a snapshot of performance rather than a competition ranking.

DECA transcripts are yet another tool in demonstrating DECA's commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Category		Normal score	International	Null/ low med high
Comprehensive Exam		85	91	
Preliminary Case Study		92	92	
Final Case Study		92	88	
Overall		177	96	



DECA
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Student: High Young		School: DECA High School		Location: Reston, VA	
Competitive Event: Buying and Merchandising Team Decision Making					
Raw score	VA	Int	Met	Int	Prof
Channel Management	67	55	82	95	95
Communication Skills	100	98	99	95	95
Economics	100	98	99	95	95
Emotional Intelligence	83	38	53	95	95
Financial Analysis	83	38	53	95	95
Information Management	75	69	71	95	95
Market Planning	75	67	84	95	95
Marketing-Information Management	53	16	53	95	95
Operations	100	98	99	95	95
Product/Service Management	82	90	76	95	95
Professional Development	100	98	99	95	95
Promotion	92	93	98	95	95
Selling	100	98	99	95	95

Preliminary Case Study		Final Case Study	
Instructional Area: Operations & Marketing		Instructional Area: Information Management	
1. PI #1 - Describe marketing functions and related activities.	Met	Int	Prof
2. PI #2 - Explain how to use customer information in business buying behavior.	95	95	95
3. PI #3 - Demonstrate connections between company actions and results.	95	95	95
4. PI #4 - Explain the nature and reasons for purchasing.	95	95	95
5. PI #5 - Select vendors.	95	95	95
6. PI #6 - Place order/reorders.	65	65	65
7. PI #7 - Identify quality-control measures.	65	65	65
8. Clarity of expression	95	95	95
9. Organization of ideas	75	75	75
10. Showed evidence of mature judgment	95	95	95
11. Effective participation of both team members	80	80	80
12. Overall impression and responses to the judge's questions	95	95	95

Key: N=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations
Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area



DECA EMERGING LEADER SERIES

ICDC 2026



EMERGING LEADER SERIES



DECA's Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication and collaboration, and creativity and innovation. DECA's Emerging Leader Series prepares members to be effective leaders in college and careers. All of these academies are available during the DECA International Career Development Conference. Elevate and Empower are also available at the DECA Emerging Leader Summit.

IGNITE	ELEVATE	EMPOWER	ASPIRE	THRIVE
ULTIMATE MEMBER Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.	ULTIMATE CHAPTER LEADER Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.	ULTIMATE ASSOCIATION OFFICER As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.	ULTIMATE GRADUATE As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.	ULTIMATE CHAPTER Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.

DECA's Emerging Leader Series at ICDC is the primary conference activity for those members registered for an academy. Registration for the Emerging Leader Series is through the Chartered Association Advisor. DECA members registered for a competitive event or School-based Enterprise may not participate in DECA's Emerging Leader Series. The one exception is Empower, which is limited to chartered association officers, who may also participate in DECA's Competitive Events Program.

DECA
EMERGING LEADER
SERIES

EMERGING LEADER SERIES ALLOCATIONS

ASSOCIATION	MEMBERSHIP	% OF TOTAL	IGNITE	ELEVATE	ASPIRE
	2024-2025		8+ (___% of 560)	4+ (___% of 250)	3+ (___% of 390)
Alabama	3,988	1.36353%	16	7	8
Arizona	5,852	2.00085%	19	9	11
Arkansas	1,605	0.54876%	11	5	5
California	7,699	2.63235%	23	11	13
Colorado	9,436	3.22625%	26	12	16
Connecticut	3,008	1.02846%	14	7	7
Delaware	533	0.18224%	9	4	4
Florida	15,000	5.12863%	37	17	23
Georgia	21,086	7.20948%	48	22	31
Germany	554	0.18942%	9	4	4
Hawaii	724	0.24754%	9	5	4
Idaho	508	0.17369%	9	4	4
Illinois	5,409	1.84938%	18	9	10
Indiana	4,541	1.55261%	17	8	9
Iowa	797	0.27250%	10	5	4
Kansas	1,405	0.48038%	11	5	5
Kentucky	2,837	0.96999%	13	6	7
Louisiana	1,560	0.53338%	11	5	5
Maine	50	0.01710%	8	4	3
Maryland	1,809	0.61851%	11	6	5
Massachusetts	12,125	4.14564%	31	14	19
Michigan	9,776	3.34250%	27	12	16
Minnesota	6,023	2.05931%	20	9	11
Mississippi	1,301	0.44482%	10	5	5
Missouri	7,708	2.63543%	23	11	13
Montana	1,066	0.36447%	10	5	4
Nebraska	1,562	0.53406%	11	5	5
Nevada	2,035	0.69578%	12	6	6
New Hampshire	1,015	0.34704%	10	5	4
New Jersey	13,001	4.44515%	33	15	20
New Mexico	3,031	1.03632%	14	7	7
New York	9,225	3.15410%	26	12	15
North Carolina	11,268	3.85262%	30	14	18
North Dakota	1,084	0.37063%	10	5	4
Ohio	7,000	2.39336%	21	10	12
Oklahoma	1,513	0.51731%	11	5	5
Ontario	18,050	6.17145%	43	19	27
Oregon	2,014	0.68860%	12	6	6
Pennsylvania	7,841	2.68090%	23	11	13
Puerto Rico	3,321	1.13548%	14	7	7
Rhode Island	868	0.29678%	10	5	4
South Carolina	3,004	1.02709%	14	7	7
South Dakota	197	0.06736%	8	4	3
Tennessee	8,191	2.80057%	24	11	14
Texas	25,783	8.81542%	57	26	37
Utah	3,500	1.19668%	15	7	8
Vermont	11	0.00376%	8	4	3
Virginia	14,831	5.07084%	36	17	23
Washington	16,780	5.73722%	40	18	25
West Virginia	438	0.14976%	9	4	4
Wisconsin	10,165	3.47550%	27	13	17
Wyoming	348	0.11898%	9	4	3
TOTALS	292,476	1.00000	976	458	546



DECA

SCHOOL-BASED ENTERPRISES

ICDC 2026





SBE ACADEMY + COMPETITION

Gold certified and gold re-certified School-based Enterprises (SBE) are eligible to bring one to two student manager(s) to the SBE Academy at the International Career Development Conference (ICDC) with approval from their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBEs and compete in front of judges with a prepared oral presentation based on one of the 10 instructional areas covered in the chapter certification project.

The academy and competition presentation will consist of two tracks: food operations (SBEF) and retail operations (SBER). The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations. Information about the academy and competition presentation topic is available at www.deca.org/sbe.

DECA SBE PROGRAMS SUPPORT 21ST CENTURY SKILLS AND EMPLOYABILITY SKILL DEVELOPMENT

Experience working within a DECA SBE provides students the opportunity to learn skills that aren't necessarily taught in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21ST Century Skills and preparing for future careers.

	Critical Thinking + Problem Solving	Collaboration + Teamwork	Communication	Creativity + Innovation
SBE ACADEMY RETAIL SPONSORED BY  FOOD SPONSORED BY 	Identify and ask significant questions that clarify various points of view and lead to better solutions.	Demonstrate ability to work effectively and respectfully with diverse teams.	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.	Develop, implement and communicate new ideas to others effectively.
SBE COMPETITION RETAIL SPONSORED BY  FOOD SPONSORED BY 	Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.	Demonstrate originality and inventiveness in work and understand the real-world limits of adopting new ideas.



DECA EXECUTIVE OFFICER CAMPAIGNS

ICDC 2026





EXECUTIVE OFFICER CAMPAIGNS + ELECTIONS

Each association is expected to participate in the election of the executive officers for the upcoming year. The estimated number of voting delegates allocated to your association is provided below. Voting delegates should attend both the campaign session and election session. Each association not running a candidate may submit the name of a student member to serve on the nominating committee, however, space on this committee is limited. The form will be sent in March.

Executive officer candidates should download and review all materials at www.deca.org/officers. Applications must be received at DECA Inc. on or before **March 2, 2026**. The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.

VOTING DELEGATES

These are **estimated** voting delegate allocations based on 2025-2026 membership as of January 6, 2026. According to the High School Division Bylaws, the apportionment will be made based on membership sixty (60) days prior to the annual meeting. DECA Inc. staff will send the official voting delegate allocation on **March 2, 2026**.

ASSOCIATION	VOTING DELEGATE
2+(_ % of 300)	
Alabama	5
Arizona	8
Arkansas	4
California	9
Colorado	11
Connecticut	5
Delaware	3
Florida	19
Georgia	23
Germany	3
Hawaii	3
Idaho	2
Illinois	8
Indiana	6
Iowa	3
Kansas	3
Kentucky	5
Louisiana	3

ASSOCIATION	VOTING DELEGATE
2+(_ % of 300)	
Maine	2
Maryland	4
Massachusetts	15
Michigan	12
Minnesota	8
Mississippi	3
Missouri	8
Montana	3
Nebraska	3
Nevada	4
New Hampshire	3
New Jersey	16
New Mexico	5
New York	13
North Carolina	14
North Dakota	3
Ohio	10
Oklahoma	4

ASSOCIATION	VOTING DELEGATE
2+(_ % of 300)	
Ontario	19
Oregon	4
Pennsylvania	10
Puerto Rico	5
Rhode Island	3
South Carolina	5
South Dakota	2
Tennessee	11
Texas	29
Utah	5
Virginia	19
Washington	19
West Virginia	2
Wisconsin	11
Wyoming	2



DECA ADVISOR PROGRAM

ICDC 2026





ADVISOR PROFESSIONAL LEARNING

"This Is How We Do DECA" is professional learning for DECA advisors by DECA advisors. It's designed to provide effective practices for using DECA to integrate into classroom instruction, apply learning, connect to business and promote competition. Drop by for just one session, or put together your own two-day schedule. You drive the professional learning you'll receive.

Advisor Professional Learning Sessions are held on Sunday, April 26, and Monday, April 27, at the Georgia World Congress Center.

Past topics have included:

- This Is DECA
- This Is How DECA's Competitive Events Connect to Curriculum
- This Is How We Develop A Chapter Strategy
- This Is How We Use DECA in the Learning Process
- This Is How We Facilitate Project Management
- This Is How We Connect to Business
- This Is How We Prepare Students for DECA Exams
- This Is How We Integrate DECA's Prepared Events
- This Is How We Empower Chapter Leadership Teams
- This Is How We Prepare Students for Role Plays
- This Is How We Develop and Enhance a School-Based Enterprise
- This Is How We Create a Chapter Brand
- Competitive Events Update

A complete listing of sessions will be included in the conference program and mobile app.

SPONSORED BY

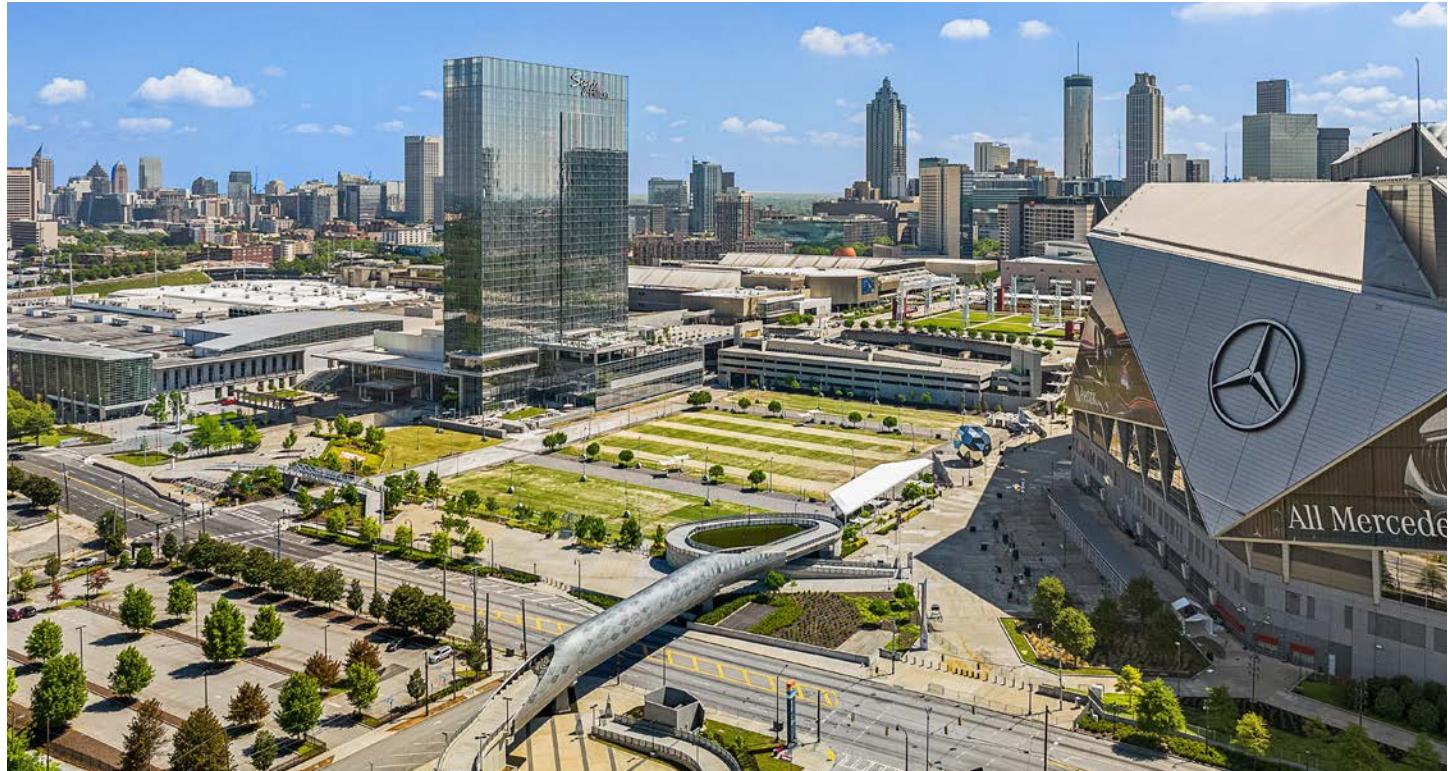


THIS IS
HOW
we do
DECA



DECA REGISTRATION + HOUSING

ICDC 2026



ASSOCIATION REGISTRATION

Registration for DECA's International Career Development Conference is submitted to DECA Inc. by the chartered association advisor after receiving and verifying the registration information submitted by their chapter advisors.

REGISTRATION FEE

STUDENT, ADVISOR, CHAPERONE REGISTRATION FEE

\$125 per attendee

Early-bird rate for registration received by March 17, 2026 with payment received by April 15.

\$130 per attendee

Registration received after March 17, 2026, and for registrations paid after April 15.

SPOUSE/FAMILY MEMBER REGISTRATION FEE

\$130 per attendee

Associations may charge a different registration amount to cover administrative costs or additional services. Each chartered association advisor is required to register all student members, adult advisors/chaperones and spouse/family members in the delegation under the conference tab in the online membership system.

PROCEDURE

All delegates, advisors and chaperones attending the conference are required to register for the conference. Conference registration must be received at DECA by **March 17, 2026**.

It is the chartered association advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. Chartered association advisors must approve registration for each participant.

Please direct questions regarding the online registration system for ICDC to membership@deca.org.

CHANGES AND SUBSTITUTIONS:

All changes to the original registration MUST be e-mailed to membership@deca.org. No additions/substitutions for competitors will be accepted after **April 8, 2026**.

PAYMENT

A single check or money order for total registrants should be written payable to DECA Inc. Registration must be completed and payment received by **April 15, 2026**, to qualify for the early-bird reduced registration fee of \$125 per student, advisor, chaperone.

Should the conference registration not be paid in full for the entire delegation by April 15, those registrants with a remaining balance will be charged \$130. After April 15, any attendees whom have not submitted payment or with outstanding balances will be billed the on-site registration fee of \$130 per attendee. Additionally, any invoices issued after the conference will be charged the on-site registration fee.

REFUND POLICY:

No refunds will be granted for adjustment of a chartered association's registration after 2:00 p.m. ET on **April 24, 2026**. Refunds will not be paid during on-site registration; however, conference officials will verify the amount of the refund. Refund checks will be sent within one month after the close of the conference.

CHARTERED ASSOCIATION INFORMATION FORM

The chartered association advisor must complete the online chartered association information form to provide the association's point of contact, reports and RSVPs by **March 24, 2026**.

REGISTRATION MATERIALS

Registration materials (name badges and holders, ribbons, pins, programs, participant gifts, etc.) will be delivered to the chartered association's assigned hotel. These materials will be available by late-afternoon on **April 23, 2026**. It is the responsibility of the chartered association advisor to get the materials from the hotel storage/loading dock to a designated room, which the chartered association advisor has arranged, and sort and distribute these to the chapter advisors.

ON-SITE REGISTRATION

Chapter advisors will register with their chartered association advisor at their assigned hotel during the time(s) scheduled by the chartered association advisor.

Name badges are registered attendees' tickets to all meetings, general sessions, transportation and special activities. This policy is for **students and advisors**. They **must** be worn at all times during the conference. Lost badges may be replaced at conference headquarters only by the **advisor**.

Chartered association advisors will check-in with DECA Inc. on **Friday, April 24, 2026, between 12:00 p.m. and 1:30 p.m. in the Georgia World Congress Center**. This is to provide DECA Inc. with any last-minute changes and to pick up any name badge replacements.

INSURANCE COVERAGE

Philadelphia Indemnity Insurance Company will provide special insurance for each chartered association's delegates and advisors registered for the DECA International Career Development Conference. The delegates must be listed on the registration form. The policy has the following broad features:

- \$25,000 principal sum for accidental death or dismemberment
- \$5,000 maximum medical/dental expense benefit per accident

For more information, please review the policy at deca.org/icdc.

ADDITIONAL ACRONYMS

Acronyms automatically appear in the online registration system. In addition to competitive events and leadership academies, the following acronyms should be used for these special programs.

- **DEL**: Voting Delegate, Candidate, Campaign Team
- **SCO**: Scholarship

ASSOCIATION HOUSING

Housing reservations for DECA's International Career Development Conference are submitted to the assigned hotel by the chartered association advisor after receiving and verifying the housing requests submitted by their chapter advisors.

All attendees must stay in the official DECA property assigned to the chartered association delegation in order to participate in DECA's International Career Development Conference. All attendees must be a registered guest each night of the conference in his or her assigned DECA hotel, for a minimum of four nights, beginning with the night of the Grand Opening Session.

Each chartered association is assigned a hotel for the delegation by DECA Inc. Each chartered association is required to register all student members, adult advisors/chaperones and spouse/family members by completing the housing form provided by the hotel. Email the form to the assigned hotel and conferences@deca.org. Housing forms must be received by the hotel no later than **March 17**.

Due to the limited number of multiple housing rooms in the hotels, two-bedded rooms will be used first as a quad for students, then as a twin for adults. Two adults may be assigned to a one-bedded room. A rollaway may be available depending upon the property.

The hotels have been advised to make no charges without a credit card on the room. Because of the large number of students involved, chartered associations are responsible for all charges incurred by their chartered association delegation. According to the Delegate Conduct Practices and Procedures, any damage to property or any furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible. Chartered associations will be responsible for delegates' conduct.

HOTEL ASSIGNMENTS

ASSOCIATION	HOTEL
Alabama	The American Hotel Downtown Atlanta
Arizona	Hotel Indigo Atlanta Downtown + Hyatt Regency Atlanta
Arkansas	The Candler Hotel Atlanta, Curio Collection by Hilton
California	Atlanta Marriott Marquis + Hilton Atlanta
Colorado	Hilton Garden Inn Atlanta Downtown + Hyatt Place Atlanta Centennial Park
Connecticut	The Starling Atlanta Midtown, Curio Collection by Hilton
Delaware	Twelve Midtown Atlanta, Autograph Collection
Florida	The Westin Peachtree Plaza
Georgia	Signia by Hilton Atlanta
Hawaii	Atlanta Marriott Marquis
Idaho	Reverb by Hard Rock Atlanta
Illinois	Courtland Grand Hotel
Indiana	aloft Atlanta Downtown
Iowa	Hyatt House Downtown Atlanta
Kansas	W Atlanta Downtown
Kentucky	Embassy Suites Atlanta Buckhead
Louisiana	AC Hotel Atlanta Downtown
Maryland	Hampton Inn and Suites Atlanta Midtown
Massachusetts	Hilton Atlanta

ASSOCIATION	HOTEL
Michigan	AC Hotel Atlanta Midtown + Moxy Hotel Atlanta Midtown + Atlanta Marriott Suites Midtown + Loews Atlanta Hotel + Renaissance Atlanta Midtown Hotel
Minnesota	Courtyard by Marriott Atlanta Midtown + Element by Westin Atlanta Midtown + The Georgian Terrace
Mississippi	Twelve Downtown Atlanta, Autograph Collection
Missouri	Omni Atlanta Hotel at Centennial Park
Montana	Embassy Suites Atlanta Midtown
Nebraska	Hotel Colee
Nevada	AC Hotel Atlanta Downtown
New Hampshire	Signia by Hilton Atlanta
New Jersey	Renaissance Waverly Atlanta + Sheraton Suites Galleria
New Mexico	Embassy Suites Centennial Olympic Park
New York	Atlanta Marriott Marquis
North Carolina	InterContinental Buckhead Atlanta + JW Marriott Atlanta Buckhead
North Dakota	The Ritz-Carlton Atlanta
Ohio	Courtland Grand Hotel
Oklahoma	Hilton Garden Inn Atlanta Midtown + Homewood Suites Atlanta Midtown
Ontario	Atlanta Marriott Marquis

ASSOCIATION	HOTEL
Oregon	Grand Hyatt Atlanta in Buckhead
Pennsylvania	Hyatt Regency Atlanta
Puerto Rico	SpringHill Suites Atlanta Downtown
Rhode Island	SpringHill Suites Atlanta Downtown
South Carolina	The Westin Peachtree Plaza
South Dakota	Embassy Suites Centennial Olympic Park
Tennessee	Atlanta Marriott Marquis
Texas	Hyatt Centric Buckhead Atlanta + The Whitley, Atlanta Buckhead + Westin Buckhead Atlanta + Wyndham Atlanta Buckhead Hotel & Conference Center
Utah	Georgia Tech Hotel and Conference Center
Virginia	Hilton Atlanta
Washington	Omni Atlanta Hotel at Centennial Park
West Virginia	Hyatt Centric Midtown Atlanta
Wisconsin	Hyatt Regency Atlanta
Wyoming	Courtyard by Marriott Atlanta Downtown

HOTELS

HOTEL INFORMATION	ROOM RATES			
	Single	Double	Triple	Quad
AC HOTEL ATLANTA DOWNTOWN 101 Andrew Young International Blvd NW Atlanta, GA 30303 404-524-5555 www.marriott.com/en-us/hotels/atlar-ac-hotel-atlanta-downtown	\$215	\$215	\$215	\$215
ALOFT ATLANTA DOWNTOWN 300 Ted Turner Dr NW Atlanta, GA 30308 678-515-0300 www.marriott.com/en-us/hotels/atldn-aloft-atlanta-downtown	\$210	\$210	\$210	\$210
ATLANTA MARRIOTT MARQUIS 265 Peachtree Center Ave Atlanta, GA 30303 404-521-0000 www.marriott.com/en-us/hotels/atlmq-atlanta-mariott-marquis	\$209	\$209	\$215	\$215
COURTLAND GRAND HOTEL 165 Peachtree Street NE Atlanta, GA 30303 404-659-6500 www.courtlandgrandhotel.com	\$129	\$203	\$203	\$203
COURTYARD BY MARRIOTT ATLANTA DOWNTOWN 133 Carnegie Way NW Atlanta, GA 30303 404-222-2416 www.marriott.com/en-us/hotels/atldo-courtyard-atlanta-downtown	\$209	\$209	\$209	\$209
EMBASSY SUITES BY HILTON ATLANTA CENTENNIAL OLYMPIC PARK 267 Marietta St NW Atlanta, GA 30313 404-223-2300 www.hilton.com/en/hotels/atlases-embassy-suites-atlanta-at-centennial-olympic-park	\$233	\$233	\$233	\$233
HILTON ATLANTA 255 Courtland St NE Atlanta, GA 30303 404-659-2000 www.hilton.com/en/hotels/atlhhh-hilton-atlanta	\$213	\$213	\$213	\$213
HILTON GARDEN INN ATLANTA DOWNTOWN 275 Baker St NW Atlanta, GA 30313 404-577-2001 www.hilton.com/en/hotels/atldogi-hilton-garden-inn-atlanta-downtown	\$229	\$229	\$229	\$229
HOTEL INDIGO ATLANTA DOWNTOWN 230 Peachtree Rd NE Atlanta, GA 30303 404-523-7600 www.ihg.com/hotelindigo/hotels/us/en/atlanta/atlid/hoteldetail/	\$225	\$225	\$225	\$225
HYATT HOUSE DOWNTOWN ATLANTA 431 Marietta St NW Atlanta, GA 30313 404-332-5522 www.hyatt.com/hyatt-house/en-US/atlxd-hyatt-house-atlanta-downtown	\$209	\$209	\$219	\$229
HYATT REGENCY ATLANTA 265 Peachtree Rd NE Atlanta, GA 30303 404-577-1234 www.hyatt.com/hyatt-regency/en-US/atlra-hyatt-regency-atlanta	\$224	\$224	\$234	\$234

Hotel rates do not include applicable taxes and fees. Consult your hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION	ROOM RATES			
	Single	Double	Triple	Quad
HYATT PLACE ATLANTA CENTENNIAL PARK 300 Luckie St NW Atlanta, GA 30313 404-521-0008 www.hyatt.com/hyatt-place/en-US/atlzt-hyatt-place-atlanta-centennial-park	\$244	\$244	\$244	\$244
OMNI ATLANTA HOTEL AT CENTENNIAL PARK 190 Marietta St NW Atlanta, GA 30303 404-659-0000 www.omnihotels.com/hotels/atlanta-centennial-park	\$238	\$238	\$248	\$248
REVERB BY HARD ROCK ATLANTA 89 Centennial Olympic Park Dr NW Atlanta, GA 30313 470-552-8410 https://reverb.hardrock.com/atlanta/	\$211	\$211	\$221	\$231
SIGNIA BY HILTON ATLANTA GEORGIA WORLD CONGRESS CENTER 159 Northside Dr NW Atlanta, GA 30313 404-223-4414 www.hilton.com/en/hotels/atlwcsa-signia-atlanta-georgia-world-congress-center	\$279	\$279	\$279	\$279
SPRINGHILL SUITES BY MARRIOTT ATLANTA DOWNTOWN 239 Ivan Allen Jr Blvd NW Atlanta, GA 30313 678-539-2900 www.marriott.com/en-us/hotels/atlsd-springhill-suites-atlanta-downtown	\$218			\$228
THE AMERICAN HOTEL DOWNTOWN ATLANTA 160 Ted Turner Dr NW Atlanta, GA 30303 404-688-8600 www.hilton.com/en/hotels/atlupup-the-american-hotel-atlanta-downtown	\$215	\$215	\$215	\$215
THE CANDLER HOTEL, CURIO COLLECTION BY HILTON 127 Peachtree Rd NE Atlanta, GA 30303 404-523-1200 www.hilton.com/en/hotels/atlcdqq-the-candler-hotel-atlanta	\$229	\$229	\$229	\$229
THE RITZ-CARLTON ATLANTA 181 Peachtree St NW Atlanta, GA 30303 404-659-0400 www.ritzcarlton.com/en/hotels/atlrz-the-ritz-carlton-atlanta	\$239	\$239	\$239	\$239
TWELVE DOWNTOWN HOTEL BY MARRIOTT AUTOGRAPH COLLECTION 400 W Peachtree St NW Atlanta, GA 30308 404-418-1212 www.marriott.com/en-us/hotels/atlpk-twelve-downtown-autograph-collection	\$209	\$209	\$209	\$209
THE WESTIN PEACHTREE PLAZA 210 Peachtree St NW Atlanta, GA 30303 404-659-1400 www.marriott.com/en-us/hotels/atlpl-the-westin-peachtree-plaza-atlanta	\$209	\$209	\$215	\$215
W ATLANTA DOWNTOWN 45 Ivan Allen Jr Blvd NW Atlanta, GA 30308 404-582-5800 www.marriott.com/en-us/hotels/atlhw-w-atlanta-downtown/overview/	\$209	\$209	\$219	\$219

Hotel rates do not include applicable taxes and fees. Chartered association advisors should consult the hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION		ROOM RATES			
MIDTOWN		Single	Double	Triple	Quad
AC HOTEL ATLANTA MIDTOWN 53 14th St NE Atlanta, GA 30309 404-249-9445 www.marriott.com/en-us/hotels/atlcn-ac-hotel-atlanta-midtown		\$219	\$219	\$219	\$219
ATLANTA MARRIOTT SUITES MIDTOWN 35 14th St NE Atlanta, GA 30309 404-876-8888 www.marriott.com/en-us/hotels/atlms-atlanta-mariott-suites-midtown		\$189	\$199	\$209	\$219
COURTYARD BY MARRIOTT ATLANTA MIDTOWN 640-1 Peachtree St NE Atlanta, GA 30308 404-249-6669 www.marriott.com/en-us/hotels/atlyc-courtyard-atlanta-midtown		\$193	\$193	\$193	\$193
EMBASSY SUITES BY HILTON ATLANTA MIDTOWN 290 17th St NW Atlanta, GA 30363 404-844-4555 www.hilton.com/en/hotels/atldes-embassy-suites-atlanta-midtown		\$213	\$213	\$213	\$213
GEORGIA TECH HOTEL AND CONFERENCE CENTER 800 Spring St NW Atlanta, GA 30308 404-347-9440 www.gatechhotel.com		\$229	\$229	\$229	\$229
HAMPTON INN AND SUITES ATLANTA MIDTOWN 1231 W Peachtree St NE Atlanta, GA 30309 404-685-3690 www.hilton.com/en/hotels/atlmhx-hampton-suites-atlanta-midtown		\$195	\$195	\$195	\$195
HILTON GARDEN INN ATLANTA MIDTOWN 97 10th St NW Atlanta, GA 30309 404-524-4006 www.hilton.com/en/hotels/atlamgi-hilton-garden-inn-atlanta-midtown		\$194	\$194	\$194	\$194
HOMEWOOD SUITES ATLANTA MIDTOWN 97 10th St NW Atlanta, GA 30309 404-524-4076 www.hilton.com/en/hotels/atlmihw-homewood-suites-atlanta-midtown-ga		\$194	\$194	\$194	\$194
HYATT CENTRIC MIDTOWN ATLANTA 125 10th St NE Atlanta, GA 30309 404-443-1234 www.hyatt.com/hyatt-centric/atlhm-hyatt-centric-midtown-atlanta		\$209	\$209	\$219	\$219
LOEWS ATLANTA HOTEL 1065 Peachtree St NE Atlanta, GA 30309 404-745-5000 www.loewshotels.com/atlanta-hotel		\$229	\$229	\$229	\$229

Hotel rates do not include applicable taxes and fees. Chartered association advisors should consult the hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION		ROOM RATES			
MIDTOWN		Single	Double	Triple	Quad
MOXY HOTEL ATLANTA MIDTOWN 48 13th St NE Atlanta, GA 30309 404-249-9446 www.marriott.com/en-us/hotels/atlox-moxy-atlanta-midtown		\$219	\$219	\$219	\$219
RENAISSANCE ATLANTA MIDTOWN HOTEL 866 W Peachtree St NW Atlanta, GA 30308 678-412-2400 www.marriott.com/en-us/hotels/atlbd-renaissance-atlanta-midtown-hotel		\$219	\$219	\$219	\$219
THE ELEMENT ATLANTA MIDTOWN 640-2 Peachtree St NE Atlanta, GA 30308 404-897-1069 www.marriott.com/en-us/hotels/atlle-element-atlanta-midtown		\$193	\$193	\$193	\$193
THE GEORGIAN TERRACE 659 Peachtree St NE Atlanta, GA 30308 404-897-1991 www.thegeorgianterrace.com		\$219*	\$219*	\$239*	\$239*
THE STARLING ATLANTA MIDTOWN, CURIO COLLECTION BY HILTON 188 14th St NE Atlanta, GA 30361 404-892-6000 www.hilton.com/en/hotels/atlwqq-the-starling-atlanta-midtown		\$195	\$195	\$205	\$205
TWELVE MIDTOWN HOTEL BY MARRIOTT AUTOGRAPH COLLECTION 361 17th St NW Atlanta, GA 30363 404-961-1212 www.marriott.com/en-us/hotels/atlas-twelve-midtown-autograph-collection/overview/		\$209	\$209	\$209	\$209
BUCKHEAD		Single	Double	Triple	Quad
EMBASSY SUITES BY HILTON ATLANTA BUCKHEAD 3285 Peachtree Rd NE Atlanta, GA 30305 404-261-7733 www.hilton.com/en/hotels/atllxes-embassy-suites-atlanta-buckhead		\$180	\$199	\$199	\$199
GRAND HYATT ATLANTA IN BUCKHEAD 3300 Peachtree Rd NE Atlanta, GA 30305 404-237-1234 www.hyatt.com/grand-hyatt/en-US/atlgh-grand-hyatt-atlanta-in-buckhead		\$229	\$229	\$229	\$229
HOTEL COLEE, ATLANTA BUCKHEAD, AUTOGRAPH COLLECTION 3377 Peachtree Rd NE Atlanta, GA 30326 678-500-3100 www.marriott.com/en-us/hotels/atlah-hotel-colee-atlanta-buckhead-autograph-collection		\$194	\$194	\$204	\$204
HYATT CENTRIC BUCKHEAD ATLANTA 3301 Lenox Pkwy NE Atlanta, GA 30326 470-391-1234 www.hyatt.com/hyatt-centric/atlct-hyatt-centric-buckhead-atlanta		\$219	\$219	\$219	\$219
INTERCONTINENTAL BUCKHEAD ATLANTA 3315 Peachtree Rd NE Atlanta, GA 30326 404-946-9000 www.ihg.com/intercontinental/hotels/us/en/atlanta/atlbh/hoteldetail		\$239	\$239	\$239	\$239

Hotel rates do not include applicable taxes and fees. Chartered association advisors should consult the hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION		ROOM RATES			
BUCKHEAD		Single	Double	Triple	Quad
JW MARRIOTT ATLANTA BUCKHEAD 3300 Lenox Rd NE Atlanta, GA 30326 404-262-3344 www.marriott.com/en-us/hotels/atljw-jw-marriott-atlanta-buckhead		\$229	\$229	\$229	\$229
THE WHITLEY, ATLANTA BUCKHEAD 3434 Peachtree Rd NE Atlanta, GA 30326 404-237-2700 www.marriott.com/en-us/hotels/atllu-the-whitley-a-luxury-collection-hotel-atlanta-buckhead		\$219	\$219	\$219	\$219
THE WESTIN BUCKHEAD ATLANTA 3391 Peachtree Rd NE Atlanta, GA 30326 404-365-0065 www.marriott.com/en-us/hotels/atlwb-the-westin-buckhead-atlanta		\$215	\$215	\$215	\$215
WYNDHAM ATLANTA BUCKHEAD HOTEL & CONFERENCE CENTER 3405 Lenox Rd NE Atlanta, GA 30326 404-261-9250 www.wyndhamhotels.com/wyndham/atlanta-georgia/wyndham-atlanta-buckhead-hotel-and-conference-center/overview		\$199	\$199	\$199	\$199
GALLERIA		Single	Double	Triple	Quad
RENAISSANCE ATLANTA WAVERLY HOTEL & CONVENTION CENTER 2450 Galleria Pkwy Atlanta, GA 30339 770-953-4500 www.marriott.com/en-us/hotels/atlrb-renaissance-atlanta-waverly-hotel-and-convention-center		\$218	\$218	\$218	\$218
SHERATON SUITES GALLERIA-ATLANTA 2844 Cobb Pkwy SE Atlanta, GA 30339 770-955-3900 www.marriott.com/en-us/hotels/atlgs-sheraton-suites-galleria-atlanta		\$219	\$219	\$219	\$219

Hotel rates do not include applicable taxes and fees. Chartered association advisors should consult the hotel for the room rate per night inclusive of all taxes and fees.

COMPETITIVE EVENT + ACADEMY MANAGEMENT ASSISTANTS

The chartered associations indicated below are required to provide an Event Director to manage the competitive event(s)/emerging leaders series/academies during the International Career Development Conference. The right hand column indicates the maximum number of adult assistants requested from each association. The number of attendees and chapter advisors that were at the 2025 ICDC in Orlando were used to calculate the event assignments. Every association is required to provide the number of adult assistants indicated in order to allow the students from your association to compete.

CHARTERED ASSOCIATION	EVENTS	NO. OF ASSISTANTS
Alabama*	BOR	44
Arizona*	IMCE	62
Arkansas*	BMOR	16
California*	PBM	43
Colorado*	IMCP	76
Connecticut*	FOR	38
Delaware		12
Florida*	BLTDM, BTDM	100
Georgia*	ACT, AAM	100
Hawaii		14
Idaho*	SBE ACADEMY	21
Illinois*	PEN	57
Indiana*	PFN	43
Iowa*	IGNITE	21
Kansas*	HTOR	38
Kentucky*	PHT	46
Louisiana		16
Maine		1
Maryland		14
Massachusetts*	ASM, BFS	106
Michigan*	FCE, HTPS, SBE-F	128
Minnesota*	PSE	66
Mississippi*	ELEVATE	22
Missouri*	ETDM, FTDM	92
Montana*	EMPOWER	11
Nebraska*	SEOR	32
Nevada*	EIB	28
New Hampshire*	PMCA	17
New Jersey*	HTDM, MTDM	100

CHARTERED ASSOCIATION	EVENTS	NO. OF ASSISTANTS
New Mexico*	SMG	30
New York*	BSM, ENT	83
North Carolina*	PMFL, PMSP	75
North Dakota*	PMCG	27
Ohio*	IMCS	71
Oklahoma*	IBP	23
Ontario*	QSRM, RFSM	62
Oregon*	EFB	28
Pennsylvania*	PMK	46
Puerto Rico		9
Rhode Island		15
South Carolina*	PFL	48
South Dakota		5
Tennessee*	PMBS, PMCD	80
Texas*	HRM, MCS, EIP	171
Utah*	EBG	42
Virginia*	FMS, HLM, SBE-R	126
Washington*	RMS, SEM, ESB	160
West Virginia*	THRIVE	14
Wisconsin*	STDM, TTDM	89
Wyoming*	ASPIRE	10

An asterisk indicates the association is responsible for managing the assigned event and providing the Event Director, who must be at the event at all assigned times.

Each Event Director is required to attend the briefing on Saturday, April 25 at 9:00 a.m. at the Georgia World Congress Center.

ADDITIONAL INFORMATION

CONFERENCE TRANSPORTATION

The DECA ICDC will use the Georgia World Congress Center for all conference activities. Transportation will be provided from outlying hotel properties. Guests in the following hotels will be considered within walking distance: AC Hotel Atlanta Downtown, Embassy Suites Centennial Olympic Park, Hilton Garden Inn Atlanta Downtown, Omni Atlanta Hotel and Centennial Park, Reverb by Hard Rock Atlanta, Signia by Hilton Atlanta, The American Hotel Downtown Atlanta and The Westin Peachtree Plaza.

Guests at the following hotels will have limited transportation provided and should also plan to walk during peak times (as these hotels are also considered within walking distance): Atlanta Marriott Marquis, Hilton Atlanta, Hotel Indigo Atlanta Downtown, Hyatt Regency Atlanta, Courtland Grand Hotel, The Candler Hotel and The Ritz-Carlton Atlanta.

STUDENTS WITH ACCOMMODATION REQUESTS

We want to make every opportunity available for our members who require accommodations to participate in ICDC. An online form is at deca.org/icdcaccommodationrequests to request accommodations for attendees who require them. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the form by **March 27** in order to arrange appropriate accommodation requests.

INTERNATIONAL BACCALAUREATE EXAMS

DECA is working with the International Baccalaureate Organization to arrange IB examinations on April 27, 28 and 29 at the DECA International Career Development Conference in Atlanta. Once members have qualified for ICDC, interested finalists needing to take the IB examination in Atlanta must have their school IB Coordinator fill out a request form (available Spring 2026). Please note that there is a fee per student (approximately \$52 USD) associated with this process. Schools will be invoiced by IBO. DECA will work to accommodate competition appointments to the best of its ability given the nature of volunteer judges' schedules.

SCHOLARSHIPS

DECA's scholarship program provides over \$200,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are mostly merit based. Scholarships will be awarded during the Grand Awards Session. Pictures of the student recipients and company representatives will be taken immediately following the on-stage presentation.

LEADERSHIP RECOGNITION

The Leadership Recognition Reception is an annual invitation only event to recognize invited chartered association advisors and chapter advisors for their outstanding leadership and extraordinary work.

PARADE OF CHARTERED ASSOCIATIONS

One of the highlights of the Grand Opening Session will be the Parade of Chartered Associations. Each chartered association advisor will be requested to select **ONE** participant to represent your chartered association during the Parade of Chartered Associations. The representative will be **required** to wear the official DECA blazer with business attire to the Grand Opening Session and to be present during the rehearsal. Any chartered association not represented during rehearsal will not be permitted to have their flag posted during the Grand Opening Session.

CHARTERED ASSOCIATION MEETINGS

Chartered associations are encouraged to hold meetings to brief all delegates on conference activities, rules/regulations, changes in program, etc. Chartered association advisors must make arrangements for meeting locations since hotel facilities are not adequate to schedule multiple chartered association meetings at one time. Chartered association advisors must request meeting facilities by contacting the hotel staff at the assigned hotel. Meeting facilities will be assigned on a first-come, first-served, space available basis. Delegations that are unable to meet at the assigned hotel may complete the online form at deca.org/icdcmeetingrequest to request meeting space at the convention center.

DECA PROFESSIONAL DIVISION AWARDS

The DECA Professional Division Awards recognize individuals for outstanding and significant contributions toward the development and progress of DECA Inc. on the local to international level. The Honorary Life Membership Award and Outstanding Service Award are presented at ICDC.

FUTURE DATES

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 17-20, 2027 | Anaheim, California
April 22-25, 2028 | Orlando, Florida
April 21-24, 2029 | San Francisco, California
April 27-30, 2030 | Anaheim, California
April 26-29, 2031 | Orlando, Florida

DECA GUIDELINES + CONDUCT

ICDC 2026





DECA

ATTENDANCE CRITERIA

The DECA Inc. Board of Directors has specified that there must be **a minimum of one adult advisor for every eight high school division student delegates**. An adult advisor may be any adult named by the DECA chartered association advisor to serve the chartered association in this capacity. The adult advisor must register for the conference, pay the registration fee and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher educators are eligible.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the DECA chartered association advisor.
- Have the approval of the DECA chapter advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a chartered association participant in one of the international competitive activities. Competitors must be on a submitted roster by February 15.
- Be a DECA Inc. scholarship award recipient.
- Be a chartered association, area or regional officer.
- Be a voting delegate representing his/her chartered association for his/her division.
- Be a delegate to one of the following:
 - Aspire
 - Elevate
 - Empower
 - Ignite
 - School-based Enterprise Academy (SBE)
 - Thrive
- Be a chartered association delegate by receiving special permission from the DECA chartered association advisor (limited to 1% of the chartered association's DECA Inc. membership in the high school division).

Allocation for competitors and chartered association representatives are based on each chartered association's membership in the high school division on June 30 of the previous calendar year. Please refer to the allocation schedules included for details.



DELEGATE CONDUCT PRACTICES + PROCEDURES

The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the **Attendance Permission Form** and return to the **DECA chartered association advisor** as partial completion of attendance requirements.

- The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from written, verbal, physical or electronic activities that may lead to harassment, hazing, bullying or damaging property.
- The use of any harassment against anyone on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation or disability is prohibited.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products and electronic cigarettes by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and chartered association advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in their assigned room.
- Chartered associations will be responsible for delegates' conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.

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.



PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. The purpose of the committee will be to act upon all violations of the **Delegate Conduct Practices and Procedures** within the division. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the **Delegate Conduct Practices and Procedures and ICDC Dress Code** may be found in this section. **The dress code applies to all participants while in the convention center and convention facilities.** The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Chartered association advisors may wish to bring these forms with them to the conference for possible reference. PLEASE DO NOT MAIL THE FORMS TO DECA INC.

The chartered association advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the **Conference Conduct Practices and Procedures**.

CODE OF ETHICS FOR ADULT ADVISORS

DECA offers training to those students who have a career objective in the field of marketing, finance, hospitality, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's International Career Development Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a **Code of Ethics** is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each chartered association shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Delegate Conduct Practices and Procedures and the Dress Code** are called to your attention for review and should govern the behavior of advisors as well as students.



DECA

DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's Board of Directors has developed official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION OR AN AWARD ON STAGE.

WHEN APPEARING BEFORE JUDGES AND ON-STAGE

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or dress blouse
- Dress shoes

DECA GENERAL SESSIONS, MEAL FUNCTIONS, EVENT BRIEFING, MANUAL REGISTRATION AND TESTING

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- Blazer optional
- Dress shoes
- Necktie/scarf (optional)

DECA BUSINESS CASUAL

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Any medical exceptions to this code must be documented by the chapter advisor in the conference headquarters prior to the beginning of the conference.



ATTENDANCE PERMISSION FORM

ATTENDANCE

This is to certify that _____ has my permission to attend the 2026 DECA International Career Development Conference in Atlanta, Georgia. I also do hereby on behalf of him/her absolve and release the school officials, the DECA chapter advisors and the assigned chartered association DECA staff from any claims for personal injuries or illness which might be sustained while he/she is en route to and from or during the DECA sponsored activity.

EMERGENCY

Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs:

LOCAL HOSPITALS

Grady Memorial Hospital
80 Jesse Hill Jr Dr SE
Atlanta, GA 30303
Main: (404) 616-100

Piedmont Hospital
1968 Peachtree Road NW
Atlanta, GA 30309
Main: (404) 605-5000

Emory University Hospital
Midtown
550 Peachtree Street NE
Atlanta, GA 30308
Main: (404) 686-4411

PHARMACIES

CVS
235 Peachtree St
Atlanta, GA, 30303
(404) 577-4054

CVS
133 Peachtree St North (GA
Pacific Bldg), Suite 305
Atlanta, GA 30303
(404) 522-6330

We have read and agree to abide by the delegate conduct practices and procedures and dress code. We also agree that the school officials, the DECA chapter advisors, the chartered association, DECA staff, or the Conference Conduct Committee members have the right to send the student home from the activity at our expense, provided that he/she has violated the delegate conduct practices and procedures and/or his/her conduct has become a detriment.

Student Signature

Parent/Guardian Signature

Phone

Chapter Advisor Signature

School Official Signature

Insurance Company Name

Policy Number



DECA

PERMISSION FORM

ICDC DRESS CODE

HIGH SCHOOL DIVISION

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

I certify that a permission form that includes an explanation of the ICDC dress code has been completed for each student attending the International Career Development Conference.

Chartered Association Advisor

State/Province

Chartered association advisors should turn in this form at conference registration on Friday, April 24.



DELEGATE INFRACTION NOTICE

TO: _____
Name of Chartered Association Advisor or State Supervisor

State/Province

It has been reported that _____ of your state/province delegation violated the following delegate conduct practice and/or procedure:

<input type="checkbox"/> Dress code	<input type="checkbox"/> No identification badge
<input type="checkbox"/> Defaced public property	<input type="checkbox"/> In unauthorized place
<input type="checkbox"/> Possession of alcoholic beverages/narcotics	<input type="checkbox"/> Curfew regulations
<input type="checkbox"/> Use of alcoholic beverages/narcotics	<input type="checkbox"/> Unauthorized date
<input type="checkbox"/> Smoking (including vaping) in a DECA blazer while officially representing state/province association of DECA	<input type="checkbox"/> Unauthorized transportation
	<input type="checkbox"/> Other (please specify) _____

on _____ at _____
date time

For the benefit of the thousands of DECA members who will be privileged to attend the International Career Development Conference in future years, it is necessary for all current ICDC delegates to abide by established conference rules. The exemplary image of DECA must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the Conference Conduct Committee.

Please bring this notice to the immediate attention of all parties involved.

Date

Chairperson
Presidential Governance Committee