

THE ULTIMATE DECA POWER TRIP

NOVEMBER 20-22, 2026
LOUISVILLE, KENTUCKY



EXPERIENCE THE ULTIMATE

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



COMPETITIVE EXCELLENCE EXPERIENCE

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



GENERAL SESSIONS

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



LEARNING AND LEADERSHIP LABS

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



EDUCATOR PROFESSIONAL LEARNING SERIES

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



COLLEGE, CAREER + COMPANY EXHIBITS

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



DECA AFTER DARK

Louisville Slugger Museum and Tour - where wood meets wonder. Go behind-the-scenes on the factory floor, check out the batting cage, and step inside the Bat Vault, where you'll see historic player-model bats from legends like Babe Ruth, Roberto Clemente and Ken Griffey Jr. The experience will be capped off with a souvenir mini bat.



CAREER READY PRACTICES

This conference reinforces Career Ready Practices that are an integral component of the National Career Clusters® Framework that is stewarded by Advance CTE. Through participating in interactive sessions, DECA members will continue to learn these professional skills needed to succeed in the modern workplace.

■ COMMUNICATE CLEARLY, EFFECTIVELY AND WITH REASON.

Career-ready individuals are able to communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.

■ THINK CRITICALLY TO MAKE SENSE OF PROBLEMS AND PERSEVERE IN SOLVING THEM.

Career-ready individuals readily recognize problems in the workplace, understand the nature of each problem, and effectively plan to solve the problem efficiently.

■ COLLABORATE PRODUCTIVELY WHILE USING CULTURAL AND GLOBAL COMPETENCIES.

Career-ready individuals are able to work effectively in diverse teams to successfully accomplish a goal in both in-person and virtual environments.

■ DEMONSTRATE A CREATIVE AND INNOVATIVE MINDSET.

Career-ready individuals are able to use innovation and creativity to think outside the box and develop new ideas and solutions.

■ NAVIGATE AN EDUCATION AND CAREER PATH ALIGNED TO STRENGTHS, WORK STYLE, INTERESTS AND GOALS.

Career-ready individuals are self-aware about their strengths and working style and can understand how to leverage these traits effectively to maximize their careers.



EDUCATIONAL PROGRAM

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

Most conference activities will take place at the Kentucky International Convention Center.

FRIDAY NOVEMBER 20

8:00 AM - 6:00 PM	Explore Louisville on Your Own
12:00 PM - 5:00 PM	DECA at the Downs (optional, additional ticket required)
3:00 PM - 6:00 PM	Registration
3:00 PM - 6:00 PM	Association Meetings (Optional)
7:00 PM - 7:45 PM	Connect Leadership Labs by Association Officer Teams
8:00 PM - 8:45 PM	Connect Leadership Labs by Association Officer Teams
9:15 PM - 10:30 PM	Opening Session
11:30 PM	Curfew

SATURDAY NOVEMBER 21

8:00 AM - 4:00 PM	College, Career and Company Exhibits
8:30 AM - 4:00 PM	Competitive Excellence Experience
8:30 AM - 11:30 AM	Learning Labs
8:30 AM - 4:00 PM	Educator Professional Learning Series
11:30 AM	Chartered Association Officer and Advisor Luncheon, by invitation
11:30 AM - 12:45 PM	Lunch on Your Own
1:00 PM - 4:00 PM	Learning Labs
4:30 PM - 10:00 PM	DECA After Dark Louisville Slugger Museum Experience (by appointment time)
11:30 PM	Curfew

SUNDAY NOVEMBER 22

8:30 AM - 10:00 AM	Closing Session
10:30 AM	Explore Louisville on Your Own and Departures



Visit decadirect.org for previews and highlights.

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



LEARNING LABS

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



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

SATURDAY, NOVEMBER 21

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

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



REGISTRATION INFORMATION

We're an entirely different type of Southern. With iconic attractions, world-class hotels & venues and a renowned culinary scene, Louisville is an experience like no other city.

REGISTRATION

\$150* per attendee

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

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

Deadline: October 15, 2026

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

AIR TRAVEL

Louisville Muhammad Ali International Airport

6 miles, 9 minutes

ACCOMMODATIONS

Louisville Marriott Downtown

280 West Jefferson
Louisville, KY 40202

*\$246 per room, per night - includes tax - currently 17.66%
Single to quad occupancy*

Hyatt Regency Louisville

320 West Jefferson
Louisville, KY 40202

*\$246 per room, per night - includes tax - currently 17.66%
Single to quad occupancy*

Omni Louisville

400 South 2nd Street
Louisville, KY 40202

*\$246 per room, per night - includes tax - currently 17.66%
Single to quad occupancy*

Deadline: October 15, 2026

Hotels will be filled on a first-come, first-served basis.

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

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



REGISTRATION
QUESTIONS

DECA CONFERENCES

conferences@deca.org

REGISTRATION PROCEDURES

REGISTER

www.deca.org/register

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

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

CONFIRMATION:

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

CHANGES AND SUBSTITUTIONS:

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

REGISTRATION + HOUSING PAYMENT

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

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

METHODS OF PAYMENT:

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

REFUND POLICY:

There is a \$110 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 6 p.m. on November 20. Refund checks will be sent within one month after the close of the conference.

HOTEL RESERVATION PROCEDURES

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

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

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

SUPERVISION RATIO

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

CONDUCT AND DRESS CODE

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

NON-DISCRIMINATION POLICY:

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

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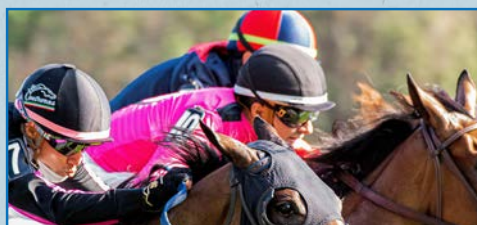
DECA AT THE DOWNS

FRIDAY, NOVEMBER 20

Gates Open: **Noon** | Chef's Table: **Noon** | First Post: **1:00 PM**

Approximate End Time: **5:00 PM**

Experience the excitement and spectacle of racing at legendary Churchill Downs with ten thrilling races. DECA at the Downs features a private viewing area, lunch, a make-your-own hat experience and presentation at one of the most hallowed shrines in American Sports.



- Exclusive access to the Club Sports Illustrated, located within the newly renovated 100-level premium dining room offering unparalleled viewing access into the Paddock stalls.
- Uncovered, track-level front row courtyard for racetrack view.
- Three-hour chef's table buffet and soft drinks.
- Bring to life your perfect Derby hat or fascinator in the Hatitude workshop! Choose from a range of options: big- or small-brimmed hats, fedoras, cowboy hats, fascinators and more before topping it off with all the classic Derby fanfare and accessories.

Derby attire is suggested.

\$100 per person

Optional round-trip transportation is available for \$50 per person.