



DECA

2026 ULTIMATE DECA POWER TRIP

**PARTNERSHIP
OPPORTUNITIES**

THE ULTIMATE DECA POWER TRIP

This dynamic conference provides numerous opportunities for your company to participate in meaningful ways including:



COMPANY ENGAGEMENT + VOLUNTEERISM



COLLEGE, CAREER + PRODUCT EXHIBITS



CONFERENCE MATERIALS + ADVERTISING



DYNAMIC, MULTI-MEDIA GENERAL SESSIONS



INTERACTIVE WORKSHOP PRESENTATIONS



TOURS + SPECIAL EVENTS

Join 3,000 of DECA's most engaged students and educators from throughout the U.S. and Canada for a weekend packed with leadership development, college preparation, career exploration and professional development.



DATES

November 20-22, 2026



CONFERENCE LOCATION

Kentucky International Convention Center
221 South 4th Street | Louisville, KY 40202



AUDIENCE

3,000+ high school students + educators from across the U.S. and Canada

INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

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

SPONSORSHIP OPPORTUNITIES



EXHIBITS



APP ADVERTISEMENTS



PROGRAM ADVERTISEMENTS



REGISTRATION INSERTS



MEAL FUNCTIONS



ATTENDEE EXPERIENCES



CONTENT DELIVERY

SPONSORSHIP PACKAGES



Amplify Your Message
Through a Multi-Media
Campaign

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



CREATE CONNECTIONS

Boost one-on-one interactions with students and advisors as an exhibitor.



GAIN RECOGNITION

Promote your brand with incredible reach through multimedia advertisements.



BUILD RELATIONSHIPS

Source a pipeline of future customers, employees and prospective students.



MAKE THE MOST OF YOUR INVESTMENT

Leverage favorable pricing with a package.



\$2,750

CAREER + INDUSTRY PACKAGE

\$2,250

EDUCATION PACKAGE



Promote Your Company + Career Opportunities

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



CAREER + INDUSTRY WORKSHOP

Be in the spotlight as you deliver one career-focused industry presentation.



TABLE-TOP EXHIBIT

Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.



FULL-PAGE PROGRAM ADVERTISEMENT

Put your message next to important conference information attendees will read.



DIGITAL RECOGNITION

Maximize visibility with a mobile app enhanced profile, mobile app advertisement and one story on the @decapower Instagram account.



\$2,750

EDUCATION PACKAGE



Recruit Prospective Students for Your College + University

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



PANEL DISCUSSION

Be a featured expert on one of our college Q&A panels: Finding the Right Fit, Making the Most of College or Preparing for College.



TABLE-TOP EXHIBIT

Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of business leaders and their advisors.



FULL-PAGE PROGRAM ADVERTISEMENT

Put your message next to important conference information attendees will read.



DIGITAL RECOGNITION

Maximize visibility with a mobile app enhanced profile, mobile app advertisement and one story on the @decapower Instagram account.



\$2,250

EXHIBITS



Make One-on-One Connections with DECA Members + Advisors

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



BUILD MEANINGFUL CONNECTIONS

Reach many future customers, potential employees and prospective students — all in one place!



INTERACT WITH TOMORROW'S LEADERS

Interact with our members and build the foundation for a lifelong relationship with the next generation of entrepreneurs and leaders.



MAXIMIZE YOUR EXPOSURE

Exhibits are placed in **TWO** high-traffic areas of the conference to maximize your exposure.



\$1,000

EXHIBIT AREA 1: TABLE 1-29



TABLETOP EXHIBIT - \$1,000

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

SCHEDULE

- ✓ **Exhibit Set-Up: Subject to Change**
Friday, November 20 (Optional)
5:00 PM - 7:00 PM
Saturday, November 21
7:00 AM - 8:00 AM
- ✓ **Exhibit Hours:**
Saturday, November 21
8:00 AM - 4:00 PM
- ✓ **Exhibit Move-Out:**
Saturday, November 21
4:00 PM

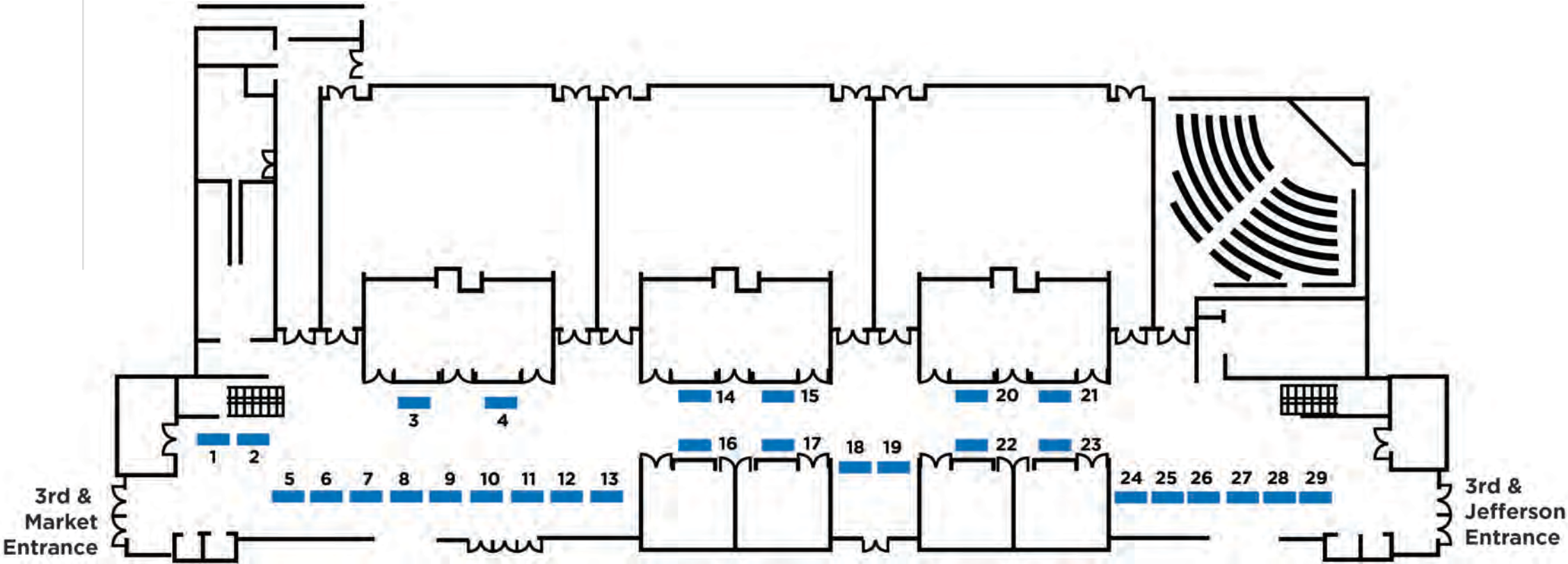


EXHIBIT AREA 2: TABLE 30-59

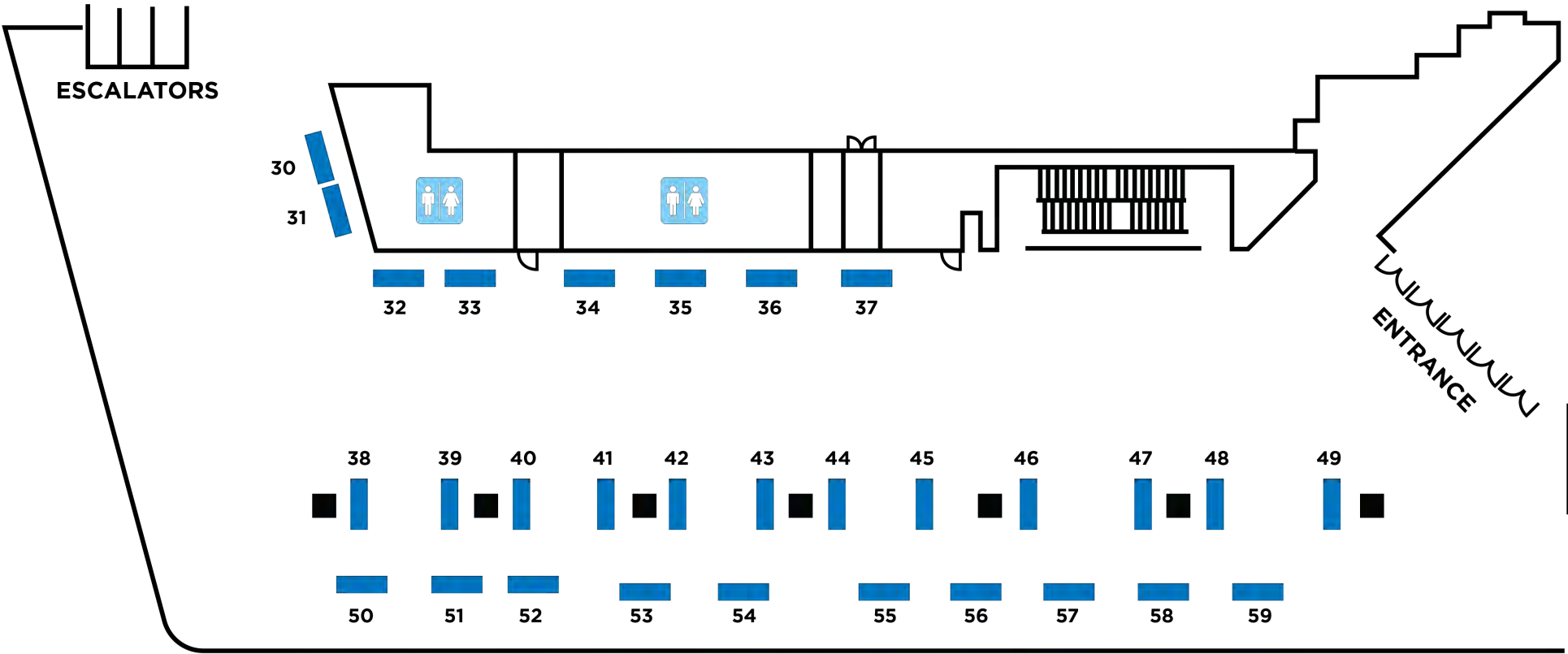


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PROGRAM + APP ADVERTISEMENT



Advertise in Must-See
Conference Guide for
Every Attendee

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



AMPLIFY YOUR BRAND

Put your message next to important conference information attendees will read.



GAIN RECOGNITION

Reach highly engaged, motivated DECA members who are attending the conference.



GENERATE TRAFFIC

Promote your exhibit, workshop or website with impactful messaging.



\$500

MOBILE APP ENHANCED PROFILE

\$1,000 - \$1,750

PROGRAM ADVERTISEMENT

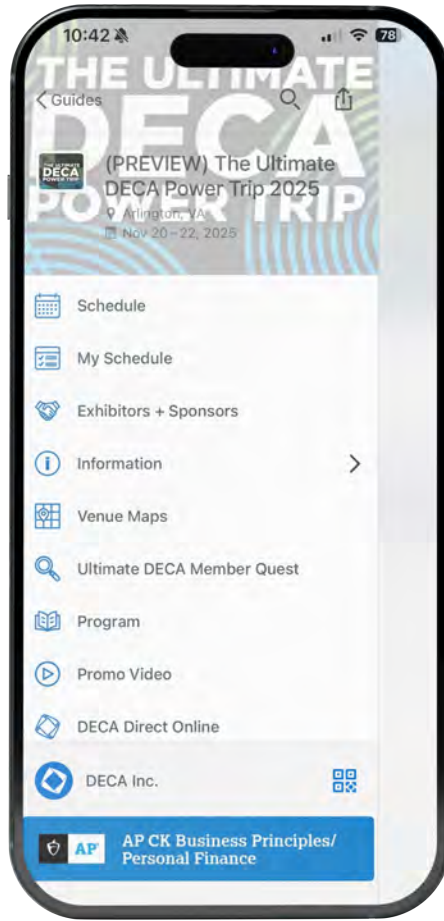
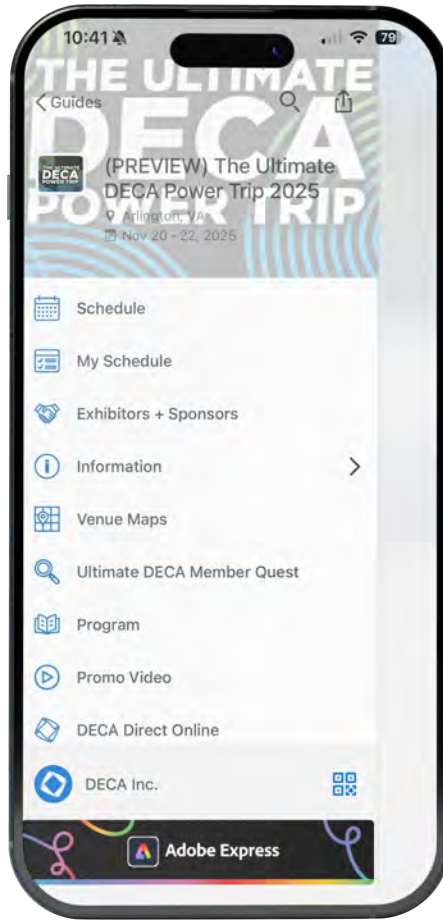
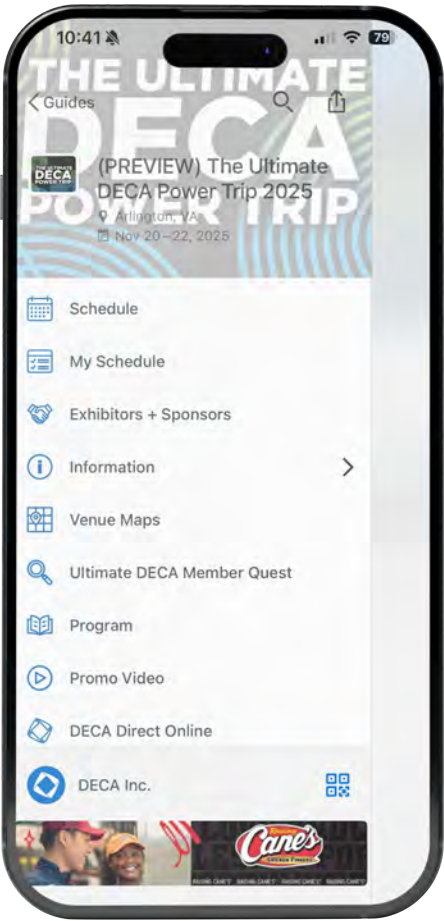
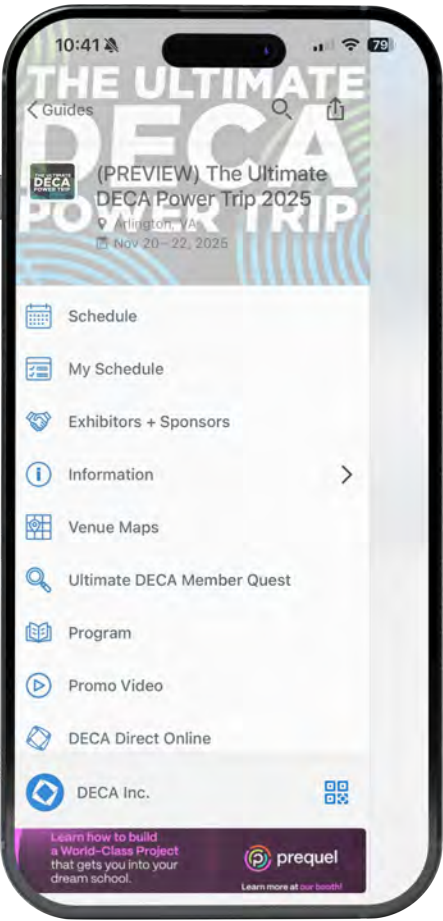
MOBILE APP ADVERTISEMENT SAMPLES



ARTWORK DUE
October 21, 2026



QUESTIONS?
partner@deca.org | 703-860-5000



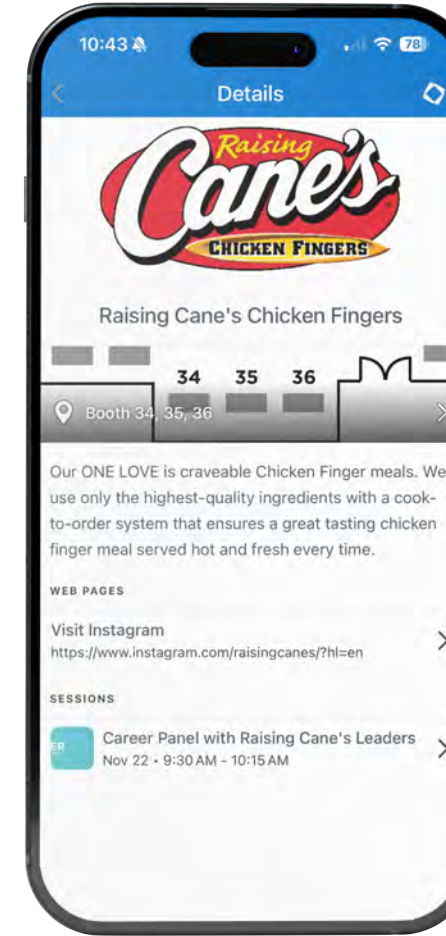
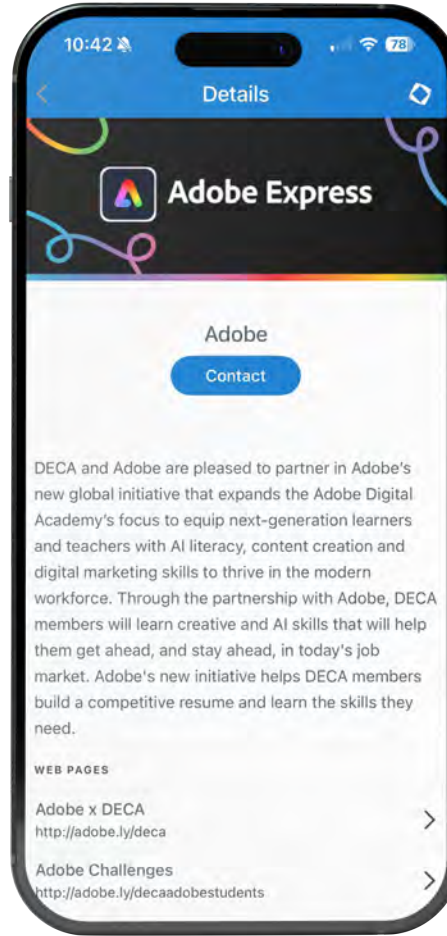
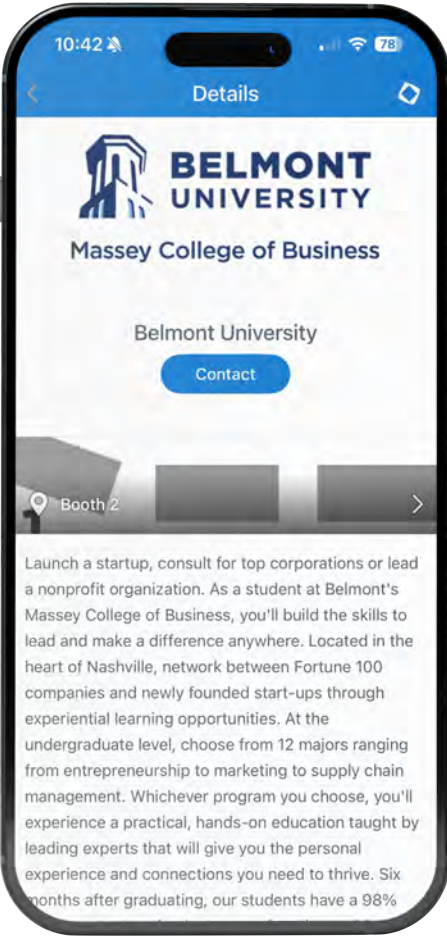
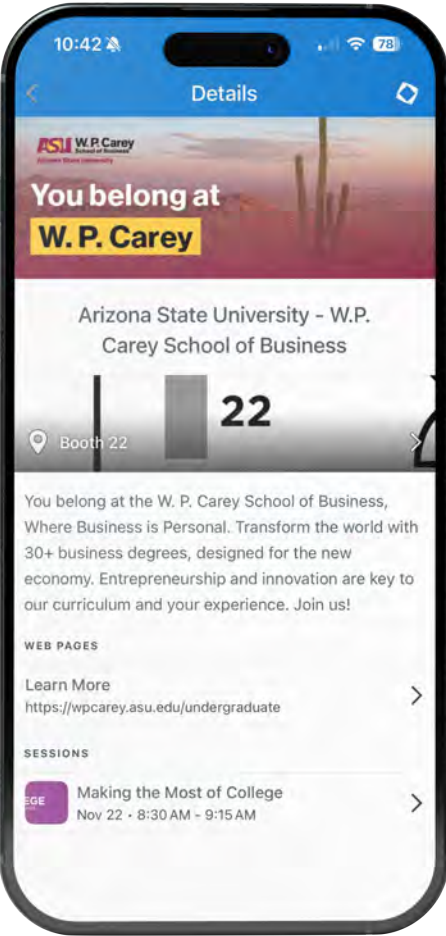
MOBILE APP ADVERTISEMENT ENHANCED PROFILES



ARTWORK DEADLINE
October 21, 2026



QUESTIONS?
partner@deca.org | 703-860-5000



REGISTRATION INSERTS



Put Your Message in the Hands of Conference Attendees

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



MAKE CONNECTIONS

Get your message directly to every conference attendee.



CHOOSE YOUR FORMAT

Drop a promotional postcard, discount flyer or special offer in the conference registration packet.



MAXIMIZE CONFERENCE VISIBILITY

Draw attention to your booth and remind attendees of your products and services.



\$750

+ COST OF SELF-PRINTING

MEAL SPONSORSHIPS



Share Your Brand + Message with a Captive Audience

Be the premier sponsor of a meal function or refreshment break during the Ultimate DECA Power Trip.



BE PART OF THE EVENT

Share a postcard or flyer with all meal function attendees or place flyers at the refreshment station.



FACE-TO-FACE INTERACTION

Provide a brief greeting and announcement during the meal function.



LEAVE A LASTING IMPRESSION

Promote your company's brand with your logo on the agenda of the meal function.



\$1,000 BEVERAGE STATION

\$10,000+ MEAL FUNCTION, BASED ON ACTUAL COST

OPPORTUNITIES

✓ ADVISOR BEVERAGE BREAKS

(2) Sponsors - \$1,000 each

- Recognition Included in the sponsor/exhibitor section of the conference mobile app.
- Opportunity to place promotional materials (flyer or postcard) at break station
- Signage by break stations(s) in the Advisor Professional Learning rooms
- Mobile app basic profile

✓ ADVISOR RECEPTION

(1) Exclusive Sponsor - \$10,000

Host a dessert reception for 150 high school educators Friday evening (subject to change)

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

✓ LEADERSHIP LUNCHEON

(1) Exclusive Sponsor - \$10,000

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

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



Inspire Your Target Audience With Your Message

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



CONTENT THAT CONNECTS

Work with DECA's Program Team to find a win-win opportunity to delivery content to a targeted audience of members or advisors.



CHOOSE YOUR FORMAT

Formats may include presentations, panel discussions, roundtable discussions, one-on-one feedback sessions and more.



GAIN ATTENDEE EXPOSURE

The biography and photo of your speaker, as well as your company's logo, description and website, will be featured to session attendees.



LOUISVILLE, KY
NOVEMBER 21, 2026

CONTACT DECA FOR MORE DETAILS

VOLUNTEER OPPORTUNITIES



Share Your Business Expertise With Tomorrow's Workforce

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



FACE-TO-FACE NETWORKING

Evaluate the knowledge and skills of high-achieving, business-minded students as they engage in business role-play simulations.



DONATE YOUR TIME

Join us as a volunteer from on Saturday, November 21, 2026. There are three volunteer shifts to choose from:

- All Day | 7:30 AM - 4:00 PM
- Morning | 7:30 AM - 12:00 PM
- Afternoon | 12:30 PM - 4:00 PM



VOLUNTEER TO JUDGE



LOUISVILLE, KY
NOVEMBER 21, 2026

KENTUCKY INTERNATIONAL CONVENTION CENTER

HOUSING + SHIPPING

✓ HOUSING INFORMATION

Louisville Marriott Downtown
280 West Jefferson Street | Louisville, KY 40202
Rate: \$209 King Room, plus applicable taxes and fees per room/night
[Reserve Rooms](#)

Deadline: October 15, 2026

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

✓ SHIPPING + RECEIVING INFORMATION

KICC c/o (Company Name)
221 South 4th Street
2nd Street Dock/Hall AB
Attn: DECA/Booth#_____

The Kentucky International Convention Center will accept your shipment within 3 business days of the first move-in day of the show, which is November 17, 2026.

Outbound shipping is the exhibitor's responsibility, including packing up, labeling shipments and making arrangements with your carrier for pick-up.

For small packages that may be hand-carried, there is a FedEx Office located at 106 South 4th Street and a UPS Store inside Waterfront Plaza at 325 West Main Street (connected to the Galt House Hotel).

BE A PART OF THE ULTIMATE DECA POWER TRIP

[REGISTER NOW](#)





GET IN TOUCH

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