



DECA

SPORTS AND ENTERTAINMENT MARKETING CONFERENCE

REGISTRATION GUIDE



JANUARY 27-31, 2027
ORLANDO, FLORIDA

LEARN MORE AT [DECA.ORG/SEM](https://deca.org/sem)

◇ DECA



EXPERIENCE THE ADRENALINE RUSH

From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage for an encore presentation, sports and entertainment marketing provides a rush for those interested in these career areas.

When it comes to learning from the professionals in these popular industries, DECA's Sports and Entertainment Marketing Conference cannot be rivaled. Known as one of the world's premier locations for family entertainment and home to world-class professional and college sports, Orlando provides the perfect backdrop for this dynamic conference experience. Students will have an insider's perspective as the theme parks become the living classroom to complement the lessons from conference speakers.

This conference has a maximum capacity of 1,000 and has had a record of selling out prior to the deadline. Registration is accepted first come, first served. Due to the demand of this conference, spots cannot be held.

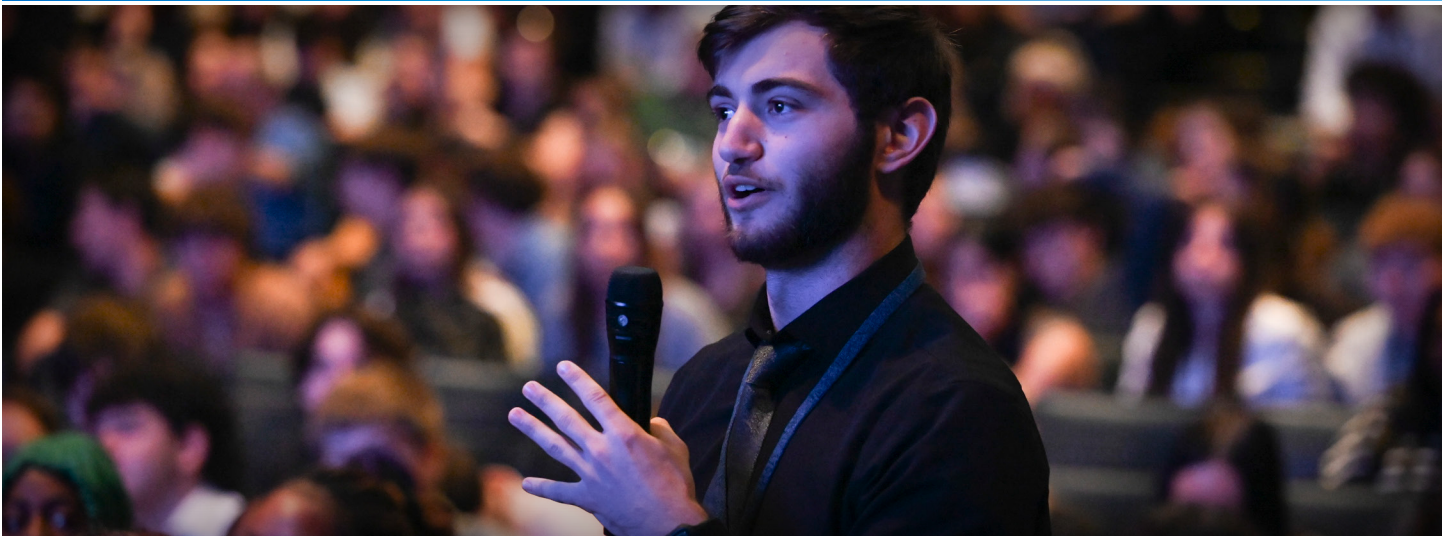
Do not book your airfare without notification from DECA that you are registered for the conference.

CLASSROOM CONNECTION

This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Universal Orlando Resort and Florida sports executives will share information with students to help them:

- Describe the nature of target marketing in sports/entertainment marketing
- Describe pricing issues associated with sports/entertainment products
- Explain advertising media used in the sports/entertainment industries
- Explain the use of licensing in sports/entertainment marketing
- Explain career opportunities in sports/entertainment marketing
- Explain the need for sports/entertainment marketing information
- Identify "out-of-the-box" sales promotion ideas for sports/entertainment events
- Identify ways to segment sports/entertainment markets
- Measure economic impact of sports/entertainment events

National Curriculum Standards for Business Administration



EDUCATIONAL PROGRAM

Universal Orlando marketing executives pull out all stops to show DECA members the behind-the-scenes activities that it takes to be a leading theme park and resort. Not to be outdone, Florida sports and entertainment executives show their efforts to make Florida a leader in their industries. It's a perfect blend to complement the classroom.

WEDNESDAY JANUARY 27

5:00 PM - 6:00 PM & 9:00 PM - 10:00 PM Registration

THURSDAY JANUARY 28

9:15 AM Sports & Entertainment Marketing presentations by Universal Orlando executives and featured guest speakers.

12:30 PM Experience Universal Orlando + Marketing Goosechase in the parks (on your own)

FRIDAY JANUARY 29

9:15 AM Sports & Entertainment Marketing presentations by Universal Orlando executives and featured guest speakers

12:30 PM Experience Universal Orlando + Marketing Goosechase in the parks (on your own)

SATURDAY JANUARY 30

8:00 AM Experience Universal Orlando or Disney + Marketing Goosechase in the parks (on your own)
(Disney shuttles depart at 8:00 AM, return between 7:30 - 11:00 PM)

SUNDAY JANUARY 31

Morning Departure



Visit decadirect.org for previews and highlights.

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



OPTIONAL ADD-ONS

■ UNIVERSAL ORLANDO YOUTH PROGRAMS

Take students beyond the classroom to bring lessons to life with Universal Orlando's unforgettable educational programs where their Universe is YOUR classroom. These hands-on experiential learning activities that excite and inspire your students take learning to a new level.

Some programs include:

- Career Exploration & Preparation
- Leadership Skills & Personal Development
- Business Development: People, Process, Product
- Finance
- Marketing Is Universal: Keeping The Guest at Heart
- Your Classroom In Motion: A Steam App Series
- Storytelling: It Starts with a Hero
- Special F/X Tour
- Behind the Adventure Tour

For more information, visit universolorlandoyouth.com or contact them at youthgroupsales@universolorlando.com.

■ DISNEY ONE-DAY PARK HOPPER

Choose to upgrade your Disney experience to a one-day "Park Hopper". This ticket allows you to visit Magic Kingdom, Epcot, Animal Kingdom and Hollywood Studios during one day.

Cost: \$65 per person upgrade. Must purchase the \$545 registration package to be eligible for this upgrade option.

■ DISNEY TWO-DAY PARK HOPPER

Choose to upgrade your Disney experience to a two-day "Park Hopper". This ticket allows you to visit Magic Kingdom, Epcot, Animal Kingdom and Hollywood Studios during two days.

Cost: \$170 per person upgrade. Must purchase the \$545 registration package to be eligible for this upgrade option.

■ DISNEY TRANSPORTATION

If you wish to use DECA coordinated transportation to and from the Disney's Ticket and Transportation Center (TTC) on both Wednesday and Saturday, you may purchase the additional day at \$25 per person. DECA's conference registration fee of \$545 only provides transportation to Disney on Saturday with an option to switch transportation to Disney for Wednesday.

■ CABANA BAY BEACH RESORT BREAKFAST VOUCHERS

Cabana Bay Beach Resort breakfast voucher: \$17 per person per meal.



REGISTRATION INFORMATION

Educational Program + Universal Orlando™ Experience + Walt Disney World Experience

Staying at Universal Cabana Bay Beach Resort, you'll be conveniently located to the conference sessions as well as Universal Orlando's theme parks and Universal CityWalk. DECA will even provide transportation to and from Disney's Ticket and Transportation Center (TTC) on Wednesday and/or Saturday.

REGISTRATION

\$545* per attendee

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

- Professional speakers from the sports and entertainment marketing industry
- 3-Day, 3-Park Park-to-Park Admission to Universal Studios Florida, Universal Islands of Adventure, and Universal Epic Universe
- 1-Day, 1 Park Disney Ticket. Visit only one theme park on one day.*
- Bus transportation to Disney's Ticket and Transportation Center (TTC) on Wednesday OR Saturday (8:00 AM depart, 7:30 - 11:00 PM return)
- Conference backpack
- Conference insurance

Deadline: December 2, 2026

**When registering, you must select the Disney Park and day attending. Unfortunately, no changes can be made once the tickets are purchased. If you wish to reserve your Disney ticket on Wednesday (instead of Saturday), you can also select to use your DECA coordinated transportation on Wednesday.*

ACCOMMODATIONS

\$159 per room night
(Single, Double, Triple, Quad)

Universal Cabana Bay Beach Resort
6550 Adventure Way
Orlando, FL 32819
Phone: (407) 503-4000

Deadline: December 2, 2026

AIR TRAVEL

Orlando International Airport (MCO)

17 miles from hotel

AIRPORT SHUTTLE

Airport shuttle service is not provided. DECA recommends contacting Total Transportation Solutions for your airport transfer needs. Information and rates are available at www.deca.org/sem.



CONFERENCE
QUESTIONS

CHARITY PEASTER
DECA INC.

conferences@deca.org



REGISTRATION INFORMATION

Educational Program + Universal Orlando Experience

Staying at Universal Cabana Bay Beach Resort, you'll be conveniently located to the conference sessions as well as Universal Orlando's theme parks and Universal CityWalk.

REGISTRATION

\$350* per attendee

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

- Professional speakers from the sports and entertainment marketing industry
- 3-Day, 3-Park Park-to-Park Admission to Universal Studios Florida, Universal Islands of Adventure, and Universal Epic Universe
- Conference backpack
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Deadline: December 2, 2026

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NOTE

This package does **NOT** include any tickets or transportation to Disney parks.

CONFERENCE QUESTIONS

CHARITY PEASTER
DECA INC.
conferences@deca.org

REGISTRATION PROCEDURES

REGISTER
www.deca.org/register

IMPORTANT INFORMATION

- **The chapter must have approval from its school/administration before registering for this conference. Once registration is submitted, if the chapter cancels, a \$350 fee per registrant will be charged to the school.**
- **This conference has a maximum capacity of 1,000 and has had a record of selling out prior to the deadline. Registration is accepted first come, first served. Due to the demand of this conference, spots cannot be held.**
- **Each chapter must register a minimum of three student members to attend the conference. Advisors may not attend this conference without student members.**

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
- Insurance beneficiary information
- T-shirt size
- Check-in/check-out dates
- Disney park selection (if purchased)
- Disney transportation day selection (if purchased)
- Optional breakfast vouchers
- Optional Disney upgrade
- Optional Universal Orlando upgrade

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:

All changes must be submitted to DECA Inc. by e-mailing conferences@deca.org.

DECA reserves the right to cancel the conference 35 days prior to the start date if there are less than 100 participants.

Cabana Bay Beach Resort TM & © 2025 UCF Hotel
Venture II. Universal elements and all related indicia TM
& © 2025 Universal Studios. All rights reserved.

HOTEL RESERVATION PROCEDURES

Conference participants must stay at the conference hotel for a minimum of three (3) nights. Hotel policy allows a maximum of four guests in a room with two double beds.

Make your hotel reservations in the online registration system with DECA Inc. As DECA Inc. holds tax-exempt status, DECA Inc. will manage hotel reservations

All changes and cancellations must be submitted by the advisor to conferences@deca.org. Rooms must be canceled by the advisor to conferences@deca.org at least 6 days prior to arrival 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 included in registration.

CONDUCT AND DRESS CODE

Advisors should bring signed copies of the *Conference Delegate Practices and Procedures* and *Dress Code* for each participant. These are not submitted to DECA Inc., but are kept available by the advisor for reference. The general DECA dress code is at www.deca.org/sem.

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.

PAYMENT PROCEDURES

To ensure your chapter's attendance, send to DECA Inc. as close as possible to the registration deadline of **December 2**.

- Full non-refundable registration fee for each person
- Hotel deposit equal to one night's stay (\$159 per room).

Please send payments to:

DECA Inc.
Sports & Entertainment
Marketing Conference
1908 Association Drive
Reston, VA 20191

Acceptance of your conference registration and rooming list will be done on a first-come, first-served basis. Registration commits those to attend and obligates them to costs incurred by DECA. **Do not book your airfare without notification from DECA that you are registered for the conference.**

Upon acceptance of the registration, DECA will invoice you for the total balance of your chapter's registration and hotel costs. Payment in full must be received at DECA by **December 22. Please do not send registration forms or money to the hotel.**

METHODS OF PAYMENT:

Check or credit card (MasterCard, VISA or American Express) are accepted.

Purchase orders will be accepted in advance of 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.

REGISTRATION CANCELLATION

Conference registration fees and hotel payments are non-refundable. To provide an excellent conference at the best rate and to the most members, DECA makes all arrangements for meeting space, program components and tickets. Many of these costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

Registration changes and substitutions will be accepted through January 27.