

Michigan DECA

2012-2013

**Marketing,
Advertising
and
Exhibiting
Packages**

Michigan DECA

Eastern Michigan University • Ypsilanti, MI 48197

(734) 487-DECA

Fax: (734) 487-4329

www.mideca.org



Dear Marketing Education / School Store Supplier:

Michigan DECA is pleased to offer you several options and discounted packages to showcase your company, product or institution during the coming year. The enclosed information will explain the options that are available. Please review the material carefully and select the activities that will best fit the marketing needs of your company/school.

Michigan DECA is a career and technical organization for students preparing for careers in marketing, management and entrepreneurship. Our state-wide publications reach over 13,000 individuals in over 180 high schools and area career & technical centers.

The State Conference will now alternate yearly between Grand Rapids and Dearborn. The 2012 Conference will be held in Dearborn on March 9 & 10, 2012, and will draw over 2,500 participants from across the state. The State Career Development Conference is included in both the Deluxe and Platinum packages, and will only be open to other exhibitors if space is available on a first-come, first-served basis.

The Central Region Leadership Conference on November 16 & 17, 2012 will be held in Dearborn. The conference will attract over 2,000 students and adult advisors from thirteen chartered associations. Exhibitors in the past have concentrated on career and college information, corporate recruiting, image campaigns, gifts, novelties for fundraising and school stores, and instructional aids and equipment for marketing education programs.

Most of our partners prefer to participate in one of our Michigan DECA Marketing Advertising and Exhibiting Packages. The base package includes our most popular options - an exhibit at the Central Region Leadership Conference, and advertisements in our publications. The Deluxe package includes all of that, plus an exhibit at the State Conference in March. The Platinum package includes everything in the Base and Deluxe packages, plus a full-color advertisement in *Spotlight on DECA* and an advertisement in the State Conference program!

All vendors who purchase one of our Michigan DECA Marketing Packages will be endorsed as an official Michigan DECA partner on the Michigan DECA web site. The Michigan DECA Guide will also be highlighted on the web page for easy access by DECA advisors and members. Check us out at www.mideca.org.

Michigan DECA is excited about offering these value-added items for our vending partners. We hope you can help fill the needs of our growing and dynamic association. To participate, fill out the application and return it to the address above. Thank you in advance for your support of Michigan DECA's members.

If you have any questions, or if I can be of further assistance, please do not hesitate to call.

Sincerely,

Ann Day
aday@mideca.org



Discounted Advertising and Exhibiting Package Descriptions

Michigan DECA is pleased to offer discounted plans for our vendors and colleges that continually support Michigan DECA activities. By combining all of our marketing opportunities into these plans, we can provide substantial savings while allowing you to integrate Michigan DECA's activities into your marketing plan. **In addition, plan members receive \$100.00 off of the regular price for advertising in the State Conference Program.**

The Platinum Package

- One exhibit table at the State Career Development Conference, *March 9 & 10, 2012*
- One full color advertisement in **Spotlight on DECA** (*replaces one of the half page ads from Base package*)
- Priority placement of advertisements in **Spotlight on DECA**
- Quarter page ad in the State Conference Program
- **Plus all of the items included in the Base and Deluxe Packages**

Total Cost of Package	\$1100.00
Total cost without the package	\$2775.00
<i>Total Savings</i>	<i>\$1675.00</i>

The Deluxe Package

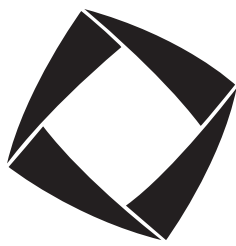
- One exhibit table at the State Career Development Conference, *March 9 & 10, 2012*
- **Plus all of the items included in the Base Package**

Total Cost of Package	\$900.00
Total cost without the package	\$2175.00
<i>Total Savings</i>	<i>\$1275.00</i>

The Base Package

- One exhibit table at the Central Region Leadership Conference, *November 16 & 17, 2012*
- Three half-page advertisements in **Spotlight on DECA**
- One full page advertisement in the **Michigan DECA Guide**
- Endorsed as a featured partner on Michigan DECA's website at www.mideca.org
- A profile of your school/company in one issue of **Spotlight on DECA**
- One set of mailing labels to all Michigan DECA Chapters

Total Cost of Package	\$750.00
Total cost without the package	\$1775.00
<i>Total Savings</i>	<i>\$1025.00</i>



MICHIGAN
DECA™

2012 Michigan DECA Career Development Conference
Exhibit Information

March 9 & 10, 2012

Hyatt Regency Hotel, Dearborn Michigan

***Display your School, Company and/or Products to
2,500 high school students and teachers***

Michigan DECA's annual Career Development Conference is the highlight of the year for 2,500 high school students in more than 150 schools throughout Michigan. It will be an excellent and timely opportunity for you to showcase your school, company or products to the marketing education students and teachers attending the conference as they are making plans for the upcoming school year. Space is limited to 25 exhibit tables, and will be assigned based on when payment is received.

Sizes and rates for the exhibits

First Table: \$300.00

36" (wide) x 6' (long) with 3' behind or in front of your table, and a 7' pipe and drape backdrop.

Additional Tables: \$150.00 each

Electrical Outlet: \$ 50.00

Edible Sample Fee: \$100.00

Promotional sized food and beverage samples may be distributed only if this fee is paid.

After the February 17, 2012 deadline there will be an additional \$ 25.00 charge, if space is available, and your company may not appear on the "Visit the Exhibitors" form.

*Discounts are available for participating in a package,
see the enclosed information for exact details.*

Deadline: February 17, 2012 or until space is no longer available.

For more information contact:

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197
Phone 734-487-3322 • Fax 734-487-4329**



2012 State Career Development Conference General Information, Rules and Regulations

Purpose: This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; and to promote product information.

Eligible Exhibits: DECA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth.

Installation and Removal of Exhibits: Exhibitors may begin installation at 1:00 p.m. on March 9, 2012. All exhibits must be removed by 4:00 p.m. on March 10, 2012.

Security: Vendors are responsible for their own security and storage. DECA assumes no liability for lost or stolen items. Storage is not available from DECA.

Official Hours: The exhibits shall be open for viewing by conference attendees, and must be properly staffed during the following show hours:

Official Hours:

March 9 — 3:00 p.m. - 8:00 p.m.

March 10 — 9:00 a.m. - 1:00 p.m.

Optional Hours:

March 9 — 8:00 p.m. - 11:00 p.m.

March 10 — 1:00 p.m. - 3:00 p.m.

Audio-Visual: The use of devices for mechanical reproduction of sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

Insurance/Defacing of Property: (1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at their own expense. (2) Exhibitors are liable for any damage caused to the building, building fixtures, walls or floors. (3) All exhibits are to be free standing, no materials may be attached to fixtures or walls.

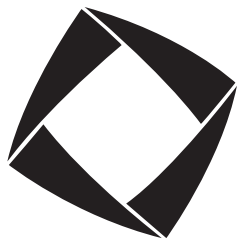
Restrictions: DECA reserves the right to restrict exhibits or promotional materials, which for any reason become objectionable, and may also evict any exhibit which, in the opinion of DECA, detracts from the general character of the conference. DECA will not be liable for any refund or other expenses in this instance.

Liability: Neither DECA, the conference facility, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibit or personnel. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

Promotional Samples: Non-food samples may be given to conference participants. Food and beverage (edible) samples may be given only if they are smaller than retail sizes and if they are in a form that may be consumed in the exhibit area and the Edible Sample Fee is paid. Food and beverage items may not be prepared in the exhibit area.

Inability to Perform: In the event the conference is not held, for any reason beyond our control, DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time. If an exhibitor is unable to attend, after submitting this contract and payment, DECA reserves the right to retain all or part of the rental fees.

Clarification of Rules: All matters or questions not covered by these rules and regulations shall be subject solely to the decision of DECA and/or the hotel. These rules and regulations may be changed at any time by DECA and shall be binding to the exhibitor.



MICHIGAN

DECA™

Advertise in the State Conference Program!

Michigan DECA is excited to announce an opportunity for our advertising and exhibiting partners - placing an advertisement in the State Career Development Conference Program. The Conference Program is given to every attendee of the conference, and often serves as a great souvenir that the students keep for years.

The program is printed on glossy paper in full color, and includes the schedule for the weekend, various awards, and other information for DECA members and advisors.

Deadline: January 16, 2012

Pricing Information

Plan Members

1/4 page (4.25" wide x 5.5" tall)	\$200.00
1/2 page (8.5" wide x 5.5" tall)	\$350.00
Full Page (8.5" wide x 11" tall)	\$500.00

Non-Plan Members

1/4 page (4.25" wide x 5.5" tall)	\$300.00
1/2 page (8.5" wide x 5.5" tall)	\$450.00
Full Page (8.5" wide x 11" tall)	\$600.00

Advertisements are in full color, and must include a 1/4" bleed. Please format the ads for CMYK output. PDF format preferred. Direct questions to aday@mideca.org. Advertisements and full payment must be received by 5:00 p.m. on January 16, 2012.

2012 Central Region Leadership Conference

Exhibit Information

November 16 & 17 2012 • Hyatt Regency Dearborn

Display your School, Company and/or Products to over 2,000 high school students and teachers from 13 chartered associations

Michigan DECA is hosting the 2012 Central Region Leadership Conference in Dearborn, Michigan. It will be an excellent and timely opportunity for you to showcase your school, company or products to the marketing education students and teachers attending the conference. These students and teachers have become accustomed to visiting the annual leadership conference to find the latest products and new lines available for their school stores and fund-raising activities. The conference provides an excellent opportunity to visit with representatives from hundreds of schools in 13 states. We're pleased to offer expanded opportunities for involvement, including welcome signage from your organization displayed prominently throughout the three-day conference, and advertisements in the conference program.

Sizes and rates for the exhibits

One 8 x 8 Booth\$375.00

Includes one table. All booths will have a 8' high pipe and drape backdrop.

1/8 Page Conference Program Advertisement.....\$200.00

Welcome Signage\$250.00

CRLC Complete Package\$500.00

CRLC Package includes one exhibit table, signage throughout the weekend, and a 1/8 page advertisement in the conference program.

Additional Tables\$100.00

Electrical Outlet\$ 50.00

Edible Sample Fee\$100.00

Deadline: October 1, 2012 or until space is no longer available. After the October 1, 2012 deadline, there will be an additional \$ 50.00 charge, if space is available. There will be a \$100.00 additional charge for on-site exhibits, if space is available.

Discounts are available for participating in a Michigan DECA Marketing Package; see the enclosed pages for details.

For more information contact:

Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197

Phone 734-487-3322 • Fax 734-487-4329



2012 Central Region Leadership Conference

General Information, Rules and Regulations

Purpose: This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; and to promote product information.

Eligible Exhibits: DECA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth.

Installation and Removal of Exhibits: Exhibitors may begin installation at 2 p.m. on November 16, 2012. All exhibits must be removed by 5:00 p.m. on November 17, 2012.

Security: Vendors are responsible for their own security and storage. DECA assumes no liability for lost or stolen items. Storage is not available from DECA.

Official Hours: The exhibits shall be open for viewing by conference attendees, and must be properly staffed during the following show hours:

Official Hours:

November 16 — 4 p.m. - 8 p.m.

November 17 — 9 a.m. - 2 p.m.

Optional Hours: *(Exhibitors can remain open longer if they wish)*

November 16 — 8 p.m. - 11 p.m.

November 17 — 2 p.m. - 4 p.m.

Audio-Visual: The use of devices for mechanical reproduction of sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

Insurance/Defacing of Property: (1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at their own expense. (2) Exhibitors are liable for any damage caused to the building, building fixtures, walls or floors. (3) All exhibits are to be free standing, no materials may be attached to fixtures or walls.

Restrictions: DECA reserves the right to restrict exhibits or promotional materials, which for any reason become objectionable, and may also evict any exhibit which, in the opinion of DECA, detracts from the general character of the conference. DECA will not be liable for any refund or other expenses in this instance.

Liability: Neither DECA, the conference facility, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibit or personnel. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

Promotional Samples: Non-food samples may be given to conference participants. Food and beverage (edible) samples may be given only if they are smaller than retail sizes and if they are in a form that may be consumed in the exhibit area and the Edible Sample Fee is paid. Food and beverage items may not be prepared in the exhibit area.

Inability to Perform: In the event the conference is not held, for any reason beyond our control, DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time. If an exhibitor is unable to attend, after submitting this contract and payment, DECA reserves the right to retain all or part of the rental fees.

Clarification of Rules: All matters or questions not covered by these rules and regulations shall be subject solely to the decision of DECA and/or the hotel. These rules and regulations may be changed at any time by DECA and shall be binding to the exhibitor.

Spotlight on DECA

Reach 14,000 high school students

Spotlight on DECA, Michigan DECA's student newspaper, offers you this exciting opportunity to increase your contact with academically talented students that are seeking careers in marketing, merchandising and management.

Spotlight on DECA:

- Reaches almost 14,000 marketing education students, advisors and alumni of Michigan DECA.
- Printed in the September, December and February.
- Readers are high school marketing education students interested in careers in marketing, merchandising and management.

Advertising Details:

- Advertisements are reasonably priced and include most production charges. Michigan DECA will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Sizes and rates for the advertisements are:

Inside or Back Cover	Full color, 8.5" wide x 11" tall	\$700.00 (call for availability)
Full Page	Black & White, 10.25" wide x 15.5" tall	\$500.00
Half Page	Black & White, 10.25" wide x 8" tall	\$300.00
Half Page	Black & White, 5" wide x 15.5" tall	\$300.00
Quarter Page	Black & White, 5" wide x 8" tall	\$200.00

Add full color to any advertisement \$150.00

Discounts are available for participating in a Marketing Package,;see the enclosed flyer for exact details.

<u>Issue</u>	<u>Copy and Payment Deadline</u>
Fall 2012	September 7, 2012
Winter 2013	November 1, 2012
Spring 2013	January 14, 2013

For more information contact:

Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197
Phone 734-487-3322 • Fax 734-487-4329

2012-2013 Michigan DECA Guide

Reach over 200 high school teachers, all year long

The Michigan DECA Guide is Michigan DECA's equivalent to the yellow pages; offering all the information a chapter needs throughout the entire school year. As operators of their school stores and decision makers for fund-raising activities, these readers are responsible for making buying decisions every day. The **Guide** consists of over 100 pages containing conference registration materials, state competitive events, and information unique to the current year. With all this information, advisors and DECA members frequently refer to the guide as they plan and participate in Michigan DECA activities. Your ad in the **Michigan DECA Guide** is an excellent way to reach teachers of marketing, merchandising and management and their students throughout the school year.

The Michigan DECA Guide:

- Reaches over 7,500 members and teachers of Michigan DECA.
- Will be printed in August 2012.
- Is used all year long by teachers and members, similar to the yellow pages.
- Has a circulation of 3400 copies, and is also available online.

Advertising Details:

- Advertisements are reasonably priced and include most production charges.
- Sizes and rates for the advertisements are:

Full Page	8.5" (wide) x 11" (high)	\$300.00
Half Page	8.5" (wide) x 5.5" (high)	\$150.00
Quarter Page	4.25" (wide) x 5.5" (high)	\$100.00
Business Card	3" (wide) x 2" (high)	\$ 50.00

Discounts are available for participating in a discount package, see the enclosed flyer for exact details.

Closing Date:

Contracts and advertising copy for the **Michigan DECA Guide** must be received by August 30.

For more information contact:

Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197
Phone 734-487-3322 • Fax 734-487-4329



Advertising and Exhibiting Contract Marketing Packages

Organization Name _____

Primary Contact: _____ Email: _____

Address _____

City, State, Zip _____

Phone (_____) _____ Fax (_____) _____

Authorized Signature

Date

Michigan DECA reserves the right to reject subject matter, form, size, wording, photos, illustrations, type and products of any advertising and/or exhibit that is not consistent with the mission of DECA.

Marketing Packages

(Includes the items listed on the attached page)

Platinum Package \$1100

Deluxe Package \$900

Base Package \$750

State Conference Program Advertisement

Quarter Page \$200.00 (Included with Platinum Package)

Half Page \$350.00

Full Page \$500.00

Retain one copy for your records and send the original application with full payment payable to:

**Advertising & Exhibiting Packages
Michigan DECA
Eastern Michigan University
Ypsilanti, Michigan 48197**

Questions?
Contact Ann Day
aday@mideca.org



Michigan DECA Advertising and Exhibiting Contract *Individual Options*

Organization Name _____

Primary Contact: _____ Email: _____

Address _____

City, State, Zip _____

Phone (_____) _____

Fax (_____) _____

Authorized Signature _____

Date _____

Michigan DECA reserves the right to reject subject matter, form, size, wording, photos, illustrations, type and products of any advertising and/or exhibit that is not consistent with the mission of DECA.

State Career Development Conference - March 9-10, 2012

- First table \$300.00
- Additional Tables \$150.00 ea.
- Electrical Outlet \$50.00
- Edible Sample Fee \$100.00
- Do not include me on the Student's "Visit the Exhibitors" Form

State Conference Program Advertising

- 1/4 Page Ad \$300
- 1/2 Page Ad \$450
- Full Page Ad \$600.00

Michigan DECA Guide - August 2012

- Full Page \$300.00
- Half Page \$150.00
- Quarter Page \$100.00
- Business Card \$50.00

Spotlight on DECA

Select Issue: Fall 2012 Winter 2013 Spring 2013

- Full Page \$500.00
- Half Page \$300.00
- Quarter Page \$200.00
- Inside Cover or Back Cover, full color \$700.00 (Call for availability)
- Full Color \$150.00 additional per issue

Central Region Leadership Conference - November 16 & 17, 2012

- First table \$375.00
- Additional Tables \$100.00 ea.
- Electrical Outlet \$25.00
- Edible Sample Fee \$100.00

Total of Contract \$ _____

Retain one copy for your records and send the original application with full payment payable to:

**Advertising & Exhibiting Packages
Michigan DECA
Eastern Michigan University
Ypsilanti, Michigan 48197**