

**MICHIGAN DECA**

**2018-2019**

**Marketing  
Advertising  
and  
Exhibiting  
Packages**

**MICHIGAN DECA**

Eastern Michigan University • Ypsilanti, MI 48197

(734) 487-DECA

Fax: (734) 487-4329

[www.mideca.org](http://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.

Michigan DECA will be hosting the Central Region Leadership Conference on November 16-17, 2018 in Detroit. The conference will attract almost 2,000 students and adult advisors from fourteen chartered associations. Exhibitors in the past have concentrated on career and college information, corporate recruiting, image campaigns, gifts, products for fundraising and school stores, and instructional aids and equipment for marketing education programs.

Michigan DECA's annual State Conference will be held at Cobo Center in Detroit on March 9, 2019, and will draw over 3,700 participants from over 150 Michigan high schools and area career centers.

**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, advertisements in our publications, etc. 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 an upgrade from a black and white to a full-color advertisement in *Spotlight on DECA*.**

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.

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,

A handwritten signature in cursive script that reads "Ann Day".

Ann Day  
aday7@emich.edu

## PREPARING EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

212 KING HALL | EASTERN MICHIGAN UNIVERSITY | YPSILANTI, MI 48197  
T 734.487.3322 | F 734.487.4329 | WWW.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 a discount off of the regular price for advertising in the State Conference Program.**

### *The Platinum Package (Best Value)*

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- One exhibit table at the State Career Development Conference, *March 9, 2019*
- One full color advertisement in **Spotlight on DECA** (*replaces one of the black & white 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 Package**

<b>Total Cost of Platinum Package</b>	<b>\$1200.00</b>
Total cost without the package	\$2900.00
<i>Total Savings</i>	<i>\$1700.00</i>

### *The Deluxe Package*

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- One exhibit table at the State Career Development Conference, *March 9, 2019*
- **Plus all of the items included in the Base Package**

<b>Total Cost of Deluxe Package</b>	<b>\$1000.00</b>
Total cost without the package	\$2300.00
<i>Total Savings</i>	<i>\$1300.00</i>

### *The Base Package*

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- One exhibit table at the Central Region Leadership Conference, *November 16 -17, 2018*
- Three half-page black & white 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](http://www.mideca.org)

<b>Total Cost of Base Package</b>	<b>\$ 850.00</b>
Total cost without the package	\$1900.00
<i>Total Savings</i>	<i>\$1050.00</i>



# 2018 Central Region Leadership Conference

*November 16-17, 2018*

*Detroit Marriott at the Renaissance Center*

*Detroit, Michigan*

## Exhibitor Information

***Display your School, Company and/or Products to almost  
2,000 high school students and teachers from 14 chartered associations***

The 2018 Central Region Leadership Conference in Detroit, Michigan is 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 14 chartered associations.

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.

### **Exhibit rates:**

One table .....	\$375.00
<i>Includes one table and two chairs on Friday and Saturday. All tables will have a 8' high pipe and drape backdrop</i>	
1/4 Page Program Advertisement.....	\$350.00
Welcome Signage .....	\$350.00
<i>Displayed throughout the weekend.</i>	
CRLC Complete Package .....	\$600.00
<i>CRLC Package includes one exhibit table, welcome signage, and a 1/4 page advertisement in the conference program</i>	
Additional Tables .....	\$150.00
Electrical Outlet .....	\$75.00
Edible Sample Fee .....	\$125.00

### **Deadline:** October 1, 2018 or until space is no longer available.

*Exhibitor registrations received after the October 1, 2018 deadline will be charged an additional \$50.00, if space is available.*

*On-site exhibitor registrations will be charged an additional \$100.00, 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: **Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197**

**Phone direct line 734-487-7843 • Fax 734-487-4329**



## 2018 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 2:00 p.m. on November 16, 2018. All exhibits must be removed by 4:00 p.m. on November 17, 2018.

**Official Hours:** The exhibits shall be open for viewing, by those attending the conference, and must be properly staffed during the following official hours:

Friday, November 16, 2018 - 4:30 p.m. to 8:00 p.m.

Saturday, November 17, 2018 - 9:00 a.m. to 2:00 p.m.

**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.

**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 Food and Beverage Samples:** Exhibitors may not distribute food samples of items that are for sale to chapters without prior approval and pay the edible sample fee. 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. Small individually wrapped pieces of candy handed out as a favor for stopping by your booth are not considered samples, and do not require the payment of the edible sample fee.

**Inability to Perform:** If an exhibitor is unable to attend, after submitting this contract, 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.



# 2019 State Career Development Conference

*March 9, 2019*

*Cobo Center • Detroit, Michigan*

## Exhibitor Information

***Display your School, Company and/or Products to  
4,000 high school students and teachers***

Michigan DECA's annual State Career Development Conference is the highlight of the year for 3,600 high school students and teachers from more than 160 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, and will be assigned based on when payment is received.

### **Exhibit rates:**

One Table ..... \$200.00  
*36" (wide) x 6' (long) with 3' behind or in front of your table*

Additional Tables ..... \$150.00 each

Edible Sample Fee ..... \$125.00  
*Promotional sized food and beverage samples may be distributed only if this fee is paid*

Electrical Outlet - *We will provide a link in your exhibit confirmation to order electricity directly through Cobo Center*

**Deadline:** March 1, 2019 or until space is no longer available.

*Exhibitor registrations received after the March 1, 2019 deadline will be charged an additional \$50.00, if space is available.*

*On-site exhibitor registrations will be charged an additional \$100.00, if space is available. After March 1, your company may not be included on the student's Visit the Exhibitors form.*

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

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**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197**

**Phone direct line 734-487-7843 • Fax 734-487-4329**



## 2019 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 8:00 a.m. on the day of the conference. All exhibits must be removed by 4:00 p.m.

**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 those attending the conference, and must be properly staffed from 9:00 a.m. - 2:00 p.m. on the conference day.

**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.

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# Advertise in the State Conference Program!

Michigan DECA provides an opportunity for our advertising and exhibiting partners to place 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 18, 2019**

	Live Space Dimensions	Marketing Package Plan Members	Non-Package Plan Members
Quarter Page Ad	5" wide x 1.625" tall	\$200.00*	\$400.00
Half Page Ad	5" wide x 4" tall	\$350.00	\$700.00
Full Page Ad	5" wide x 8" tall	\$500.00	\$900.00

***\*Price for Base & Deluxe Packages; Quarter Page Ad is included in the Platinum Marketing Package***

Advertisements are in full color.  
Please format the ads for CMYK output. PDF format preferred.

Advertisements and full payment must be received by 5:00 p.m. on January 18, 2019

For more information contact: **Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**  
**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197**  
**Phone direct line 734-487-7843 • Fax 734-487-4329**



# 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.

- Reaches almost 14,000 marketing education students, advisors and alumni of Michigan DECA.
- Printed in September, December and February.
- Readers are high school marketing education students interested in careers in marketing, merchandising and management.
- 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 ( <i>call for availability</i> )
Full Page	Black & White, 10" wide x 15" tall	\$500.00
Half Page, Horizontal	Black & White, 10" wide x 7.5" tall	\$300.00
Half Page, Vertical	Black & White, 5" wide x 15" tall	\$300.00
Quarter Page	Black & White, 5" wide x 7.5" 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>
Winter 2018-19	November 1, 2018
Spring 2019	January 18, 2019
Fall 2019	August 16, 2019

For more information contact: **Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

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# 2019-2020 Michigan DECA Guide

*Reach over 250 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 almost 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.

- Will be printed September 2019.
- Is used all year long by teachers and members, similar to the yellow pages.
- Has a circulation of 250 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) (Portrait Orientation)	\$300.00
Half Page	8.5" (wide) x 5.5" (high)	\$200.00
Quarter Page	4.25" (wide) x 5.5" (high)	\$150.00
Business Card	3" (wide) x 2" (high)	\$100.00

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

## Deadline:

Contracts and advertising copy for the **Michigan DECA Guide** must be received by August 16, 2019.

For more information contact: **Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**  
**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197**  
**Phone direct line 734-487-7843 • Fax 734-487-4329**



# Advertising and Exhibiting Contract For 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**     \$1200
- Deluxe Package**     \$1000
- Base Package**     \$850

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  
at (734) 487-7843 or at  
aday7@emich.edu***



# 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.*

### Michigan DECA Guide - Fall 2019

- Full Page \$300     Half Page \$200     Quarter Page \$150     Business Card \$100

### Spotlight on DECA

Select Issue:     Winter 2018-19     Spring 2019     Fall 2019

- Full Page \$500     Half Page \$300     Quarter Page \$200  
 Inside Cover or Back Cover, full color \$700 (Call for availability)  
 Full Color \$150 additional per issue

### Central Region Leadership Conference - November 16-17, 2018

- CRLC Package \$600     One Table \$375     Additional Table \$150 ea.     Welcome Signage \$350  
 Conference Program Ad \$350     Electrical Outlet \$75     Edible Sample Fee \$125

### State Career Development Conference - March 9, 2019

- First table \$200     Additional Tables \$150 ea.  
 Edible Sample Fee \$125     Do not include me on the Student's "Visit the Exhibitors" Form

### State Conference Program Advertising

- 1/4 Page Ad \$400     1/2 Page Ad \$700     Full Page Ad \$900

**Total of Contract \$** \_\_\_\_\_

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

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Ypsilanti, Michigan 48197**