

Central Region Leadership Conference

Exhibitor Registration

November 16-17, 2018

Detroit, Michigan

hosted by

MICHIGAN DECA

Eastern Michigan University • Ypsilanti, MI 48197

(734) 487-DECA

Fax: (734) 487-4329

www.mideca.org



Dear Marketing Education / School Store Supplier:

You are invited to showcase your company, product or institution at DECA's annual Central Region Leadership Conference. The conference will feature our exhibitors on November 16-17, 2018 at the Detroit Marriott Renaissance Center in downtown Detroit, Michigan.

DECA is a career and technical organization of high school students preparing for careers in marketing, management, entrepreneurship and hospitality. 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 has two options for exhibiting at this conference. An exhibit can be purchased individually, or as part of a Michigan DECA Marketing Package. The activities included in Michigan DECA's Platinum and Deluxe Advertising and Exhibiting Packages also include exhibiting at the Central Region Leadership Conference in November, an exhibit at Michigan DECA's Career Development Conference in March, a feature on our website, an advertisement in the Michigan DECA Guide and three advertisements in our student newspaper, *Spotlight on DECA*. If you choose to participate in the Platinum Package, you will also be able to advertise in the State Conference program.

Commercial exhibit tables for our 2018 conference will be located at the Detroit Marriott at the Renaissance Center. All exhibitors will have a 8' high pipe and drape backdrop. Please note that space is limited; acceptance will be based on the date your application form and full payment are received.

To participate in this year's program, please complete the enclosed Application for Exhibit Space. If you have any questions, feel free to call or email us. We hope to see you there!

Sincerely,

A handwritten signature in black ink that reads "Ann Day".

Ann Day
aday7@emich.edu

Enclosures

PREPARING EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

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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**

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.

DECA Central Region Leadership Conference
Detroit Marriott Renaissance Center, Detroit, MI • November 16 & 17, 2018

Application and Contract for Exhibit Space

This form is for Exhibitors that are not in a Michigan Marketing Package

Michigan DECA is authorized to reserve space for our exhibit at the DECA Marketing & Career Fair at the Central Region Leadership Conference. Tables will be assigned according to the date that the contract and full payment are received. Booth size will be 8' x 8' with 1 table, 2 chairs and a 8' pipe and drape backdrop.

Exhibitor (Company) _____

Address _____

City _____ State _____ Zip _____ Phone _____

Fax: _____ Email: _____

Contact Name _____ Signature: _____

Names of all Exhibitors (Please type for name badges) _____

Please list the type of product and/or service you will display: _____

\$600.00 Complete CRLC Package (*includes one exhibit table, welcome signage displayed throughout the weekend, and a 1/4 page advertisement in the conference program*)

\$375.00 Exhibit Table

\$350.00 1/4 page Conference Program Ad

\$350.00 Welcome Signage

Add-on Options:

\$150.00 Additional table

\$75.00 Electrical outlet

\$125.00 Edible Sample Fee

Note, this MUST be paid if you hand out samples

Total Enclosed \$ _____

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.

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

**CRLC DECA 2018
Eastern Michigan University
208 King Hall
Ypsilanti, Michigan 48197**

***Questions? Contact Ann Day
at (734) 487-7843 or at
aday7@emich.edu***

Your payment, in full, MUST accompany this application. Tables are limited and will be assigned based on when full payment is received. This application and contract, when properly executed by the exhibitor and accepted by MICHIGAN DECA, shall be considered a binding agreement subject to the rules and regulations as stated, herein.