MICHIGAN DECA

MARKETING AND EXHIBITING OPPORTUNITIES

Michigan DECA is pleased to offer you several options and discounted packages to showcase your company, product or institution during the coming year.

Our state-wide publications reach over 11,000 individuals in over 175 high schools and area career and technical centers.

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.

What is DECA?

DECA is an international non-profit organization of high school students interested in marketing, finance, hospitality, entrepreneurship, and management. These students are enrolled in a course connected to one of these areas.

DECA extends the teaching and learning of National Curriculum Standards and brings the classroom to life.

DECA's Competitive Events Program at our conferences motivates students to learn classroom content through competition.

As a result, DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, and experienced leaders.

PREPARING EMERGING LEADERS AND ENTREPRENEURS
IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

212 KING HALL | EASTERN MICHIGAN UNIVERSITY | YPSILANTI, MI 48197
T 734.487.3322 | WWW.MIDECA.ORG

MICHIGAN DECA

DISCOUNTED PACKAGES

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.

The Platinum Package - Your Best Value!

- One exhibit table at the State Leadership Conference on Tuesday, October 27, 2026
- 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***
- **Plus all of the items included in the Deluxe Package**

Total Cost of Platinum Package	**$1000.00**
Total cost without the package	$2250.00
Total Savings	*$1250.00*

The Deluxe Package

- One exhibit table at the State Career Development Conference on Friday, March 12, 2027
- **Plus all of the items included in the Base Package**

Total Cost of Deluxe Package	**$750.00**
Total cost without the package	$1450.00
Total Savings	*$700.00*

The Base Package

- Three half-page black & white advertisements in ***Spotlight on DECA***

Total Cost of Base Package	**$500.00**
Total cost without the package	$1150.00
Total Savings	*$650.00*

For more information contact:

Ann Day • aday7@emich.edu • 734-487-7843
Michigan DECA • PO Box 980432 • Ypsilanti, MI 48198

MICHIGAN DECA

STATE LEADERSHIP CONFERENCE

EXHIBIT INFORMATION

Tuesday, October 27, 2026

Broad College of Business, Michigan State University
East Lansing, Michigan

Display your School, Company and/or Products to 600 high school students and teachers

Michigan DECA's annual State Leadership Conference 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 are accustomed to visiting the annual leadership conference and finding 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 of over 70 schools.

One Table:	$250.00 *36" (wide) x 6' (long) with 3' behind or in front of your table*
Additional Tables:	$150.00 each
Electrical Outlet:	$75.00
Edible Sample Fee:	$125.00 *Promotional sized food and beverage samples may be distributed only if this fee is paid.*

Deadline: October 1st or until space is no longer available.
Registrations received after the deadline will be charged an additional $50.00, if space is available. On-site exhibitor registrations will be charged an additional $100, if space is available.

Conference exhibits are included in our Marketing Packages for the best value!
Please see the enclosed information in the packet for exact details.

For more information contact:

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MICHIGAN DECA

STATE 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 8:00 a.m. on the day of the conference. All exhibits must be removed by 3:00 p.m.

Official Hours: The exhibits shall be open for viewing, by those attending the conference, and must be properly staffed from 8:30 a.m. - 1:30 p.m. on the conference day.

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 sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

Electrical Access: The electrical fee must be paid on the exhibit registration form.

Wi-Fi Access: We recommend using a mobile hotspot.

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.

Food and Beverage Samples Are Not Allowed Without Advance Approval. 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: If an exhibitor is unable to attend, after submitting this contract, DECA reserves the right to retain all or part of the exhibit 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

STATE CAREER DEVELOPMENT CONFERENCE

EXHIBIT INFORMATION

Friday, March 12, 2027

Huntington Place,
Detroit, Michigan

Display your School, Company and/or Products to 5000 high school students and teachers

Michigan DECA's annual State Career Development Conference is the highlight of the year for 5000 high school students and teachers from 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, and will be assigned based on when payment is received.

First Table:	$250.00 *36" (wide) x 6' (long) with 3' behind or in front of your table*
Additional Tables:	$150.00 each
Electrical Outlet:	We will provide a link in your exhibit confirmation to order electricity through the convention center.
Edible Sample Fee:	$125.00 *Promotional sized food and beverage samples may be distributed only if this fee is paid.*

Deadline: February 1st or until space is no longer available.
Registrations received after the deadline will be charged an additional $50.00, if space is available. On-site exhibitor registrations will be charged an additional $100, if space is available. Registrations received after the deadline may not be included on the student's Visit the Exhibitors form.

Conference exhibits are included in our Marketing Packages for the best value!
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MICHIGAN DECA

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.

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.

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 sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

Electrical Access: Electrical access at the exhibit is the responsibility of the exhibitor. A link to order and pre-pay for services will be provided in the confirmation email sent to the exhibitor.

Wi-Fi Access: Huntington Place provides free wi-fi access to all visitors. Due to the number of attendees accessing the service at any given time, speeds may be slowed during peak times.

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: If an exhibitor is unable to attend, after submitting this contract, DECA reserves the right to retain all or part of the exhibit 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.

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STATE CAREER DEVELOPMENT CONFERENCE

PROGRAM ADVERTISEMENTS

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 15th

	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

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 15th

For more information contact:

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MICHIGAN DECA

SPOTLIGHT ON DECA

STUDENT NEWSLETTER ADVERTISEMENTS

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 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, finance, hopsitality, entrepreneurship, and management.
- 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

Inside or Back Cover	Full color, 8.5" wide x 11" tall	$700.00 *(call for availability)*
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 for only $150.00!

Deadlines:

Issue	Copy and Payment Deadline
Fall	September 1st
Winter	November 1st
Spring	January 15th

Advertisements are included in our Marketing Packages for the best value!
Please see the enclosed information in the packet for exact details.

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MICHIGAN DECA GUIDE

ADVISOR MANUAL ADVERTISEMENTS

Reach over 300 high school teachers, all year long

The ***Michigan DECA Guide*** offerings 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 ***Michigan DECA Guide*** consists of nearly 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, finance, hospitality, entrepreneurship, and management and their students throughout the school year.

- Will be printed and mailed every September to all current DECA teachers and prospective chapters.
- Is used all year long by teachers and members, similar to the yellow pages.
- Has a circulation of 300 printed 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

Deadline:

Contracts and advertising copy for the ***Michigan DECA Guide*** must be received by **August 15th**

Advertisements are included in our Marketing Packages for the best value!
Please see the enclosed information in the packet for exact details.

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MICHIGAN DECA

Sign up today for the advertising and exhibiting options at

mideca.org/SupportUs

If you have questions or are interested in a custom package, please contact Ann Day

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