State Leadership Summit

October 26 & 27, 2026 in East Lansing, Michigan

Registration Deadline is October 5, 2026

or when we reach our maximum of 225 participants on Monday or 550 for both days

Each chapter is limited to 12 students on Monday.

If you wish to register additional students for Monday, we will let you know on September 30 if we can allow additional participants (based on number registered).

Michigan DECA's State Leadership Summit has been designed so that your members learn:

- Career competencies
- Business trends from marketing professionals
- Competition strategies
- Insight into DECA projects and activities

Michigan DECA is excited to partner with the Broad College of Business, Michigan State University to coordinate many of the conference sessions and workshops.

Monday will provide a unique opportunity for members to interact with business professionals. The Monday night banquet at the Marriott East Lansing at University Place will begin with a presentation by an industry executive. During the dinner, the members from each chapter will be divided into groups of two or three people to have dinner with other members and a businessperson recruited by the Broad College of Business. Each table will have unique conservations based on the businessperson's experience, like the way the discussions take place during DECA's ASPIRE Academy at the International Conference. After the dinner, a fun, fast-paced networking session will be led by the State Officer team.

Optional campus tours will be available. More information about the tours will be included in the conference packet, posted to our website in late September.

Tuesday's activities will take place at the Broad College of Business. The morning will start with a second keynote session by a business executive, followed by two rounds of breakout sessions presented by the business community and representatives of MSU. After lunch we will have two rounds of DECA breakout sessions presented by the State Officers and Chapter Advisors.

Conference Objectives:

- Learn about the latest marketing trends
- Learn effective leadership and teamwork skills to use as a chapter leader
- Understand and communicate the DECA brand as a chapter leader
- Understand the components of an effective chapter program of work
- Learn how to empower and engage all DECA members

Transportation

Chapters staying at the Marriott on Monday night have two travel options to reach MSU on Tuesday morning:

- Use their own transportation
- Reserve conference transportation for $5.00 per person

Chapters reserving transportation will have access to a secure room to store their luggage at the Marriott during the conference.

Please note: Return transportation to the hotel is not provided after the Summit. Chapters will need to coordinate with their school for pickup at 2:30 p.m. at MSU and return to the Marriott to collect their luggage.

Transportation reservations must be made at the time of registration.

State Leadership Summit Tentative Agenda

Monday, October 26, 2026, at Marriott East Lansing at University Place

12:00 p.m. – 5:00 p.m.	Optional Campus Tours - *pre-ordered in registration portal*
3:00 – 5:00 p.m.	Registration *(by Chapter Officers)*
6:30 – 8:30 p.m.	Keynote, dinner, and roundtable discussions with business professionals
9:00-10:15 p.m.	Team building and networking
11:00 p.m. – 7:00 a.m.	Curfew

Tuesday, October 27, 2026, at Broad College of Business, Michigan State University

8:15 – 8:45 a.m.	Registration *(for chapters arriving on Tuesday)* MSU Materials Pickup *(for chapters that arrived on Monday)*
8:30 – 8:45 a.m.	Continental Breakfast
8:30 a.m. – 1:30 p.m.	Vendor and Career Expo
9:00 – 10:00 a.m.	Opening Session, keynote, team building, and networking
10:10 – 10:40 a.m.	Break Out Sessions on Marketing and Business Topics
10:50 – 11:20 a.m.	Break Out Sessions on Marketing and Business Topics
11:30 a.m. – 12:10 p.m.	Group A Lunch Group B Workshop: *What I should have asked before attending college*
12:20 p.m. – 1:00 p.m.	Group B Lunch Group A Workshop: *What I should have asked before attending college*
1:10 – 1:40 p.m.	Break Out Sessions on DECA Topics
1:50 – 2:20 p.m.	Break Out Sessions on DECA Topics
2:30 p.m.	Adjournment

State Leadership Hotel Information

Hotel Reservation Procedures
All conference participants registering for both days of the conference will be required to stay at the official conference hotel:

Marriott East Lansing at University Place, 300 M.A.C. Avenue, East Lansing, Michigan 48823
517-337-4440

Parking
Chapters are responsible for their parking charges. We will have more information in the conference registration packet, which will be posted online by mid-September.

Hotel Rooms
Room reservations must be made through the online Conference Registration System. Payment is due to the hotel by October 20, 2026.

Student delegates may be housed two, three, or four to a room. Advisors have the option of staying in a single or double room. If necessary, you may assign two or three students to a quad room and arrange with another chapter to fill the balance of the room. Advisors will have to contact other schools to obtain permission to fill rooms. Please note that the hotel cannot guarantee that the shared room will be near both schools' hotel rooms.

Arrangements to share hotel rooms with another chapter: After both chapters have started (but not finalized) their conference and housing registrations on the online Conference Registration System, one of the chapters will click on the link that states, "Add From Another Chapter", select the chapter, then the attendees name, and add them to one of your hotel rooms. The system will split the cost of the room between each chapter, and the charges will appear on each chapter's housing invoice. *Please make sure you have contacted the Advisor about sharing a room prior to sharing rooms in the portal.*

In the event a delegate cancels and you are unable to re-assign your delegates or arrange for a delegate(s) from another chapter, you are responsible for full payment of that portion of the assigned room. In the event a delegate does not show up for a reserved room, the same condition applies.

There will be no state tax charged on the room, if a copy of your school's Tax-Exempt Certificate is included with your housing form and if the payment is in the form of a school issued check or school credit card. The 9% local tax has been included in the room rate.

Definition of Room Types

- A **King Room** will consist of one king bed. Up to two individuals can stay in this room with only one bed.
- A **Triple Room** will consist of a king bed and a roll-away, or at the hotel's choice, two double beds. Three individuals can stay in this room with the two beds.
- A **Double/Quad Room** will consist of two double beds. Four students or two adults can use this room type. If two adults want to have separate beds, they must request this type of accommodation.

Incidental Charges: The hotel will place a restriction on all DECA guest rooms for outside phone use (local and long distance) and pay-per-view movie services. However, if you would prefer any one or all your guest rooms to have either or both services, a credit card must be presented at the front desk to make these services available.

State Leadership Summit Registration

Registration information and forms can be found at **mideca.org/advisors**

Registration

- The two-day registration fee includes dinner Monday at the Marriott East Lansing at University Place, continental breakfast on Tuesday, lunch on Tuesday, participation in all sessions and workshops, and conference registration materials.
- The one-day registration fee includes continental breakfast on Tuesday, lunch on Tuesday, participation in all sessions and workshops, and conference registration materials.

Refunds are not available after the final conference registration deadline, which is October 1, 2026.

All conference participants attending both days of the conference will be required to stay at the official conference hotel.

Chapters may register for optional campus tours. The interactive tours will be given so members can better understand what life on a large university campus might be like. Neat casual attire is acceptable. Tours will be held rain or shine, so be sure to check that day's weather and dress appropriately. An advisor must attend for every eight student members. We will have more information in the conference registration packet, which will be posted online by mid-September.

Membership Policy: All students registered for the conference must be submitted members of Michigan DECA before registering for the conference. ***If an individual registered for a conference does not attend or drops out of the marketing education program prior to the conference for which they are registered, they are still required to pay the membership fees, and if necessary, the $5.00 late payment penalty per member.***

Supervision: At least one (1) adult must **attend and pay** the registration fee for every 10 students attending.

Each advisor and chaperone are asked to assist with supervision at the conference, by being visible on the floors prior to and after curfew. To keep the registration fee as low as possible, we have elected to use advisors in place of outside security.

Advisors' Meeting and Assistance: There will be special meetings for all advisors.
Advisors and chaperones will be assigned to a two-hour shift to monitor participation and behavior during the workshops.

Delegate Code of Conduct Form: Each delegate attending the conference must sign the Michigan DECA Delegate Code of Conduct Form. This form is to be hand-carried to the conference by the advisor and not sent in with the registration.

Attire During conference sessions and activities:

- Business attire is required on Monday evening.
- Business casual attire is allowed on Tuesday so students can fully participate in the leadership activities. Khaki (Docker) style pants (no cargo pants) will be appropriate for both males and females. Ladies should have blouses, sweaters, polo-style or collared shirts. Gentlemen should wear sweaters, polo-style, or collared shirts. Ties would be appreciated.
- **Denim, T-shirts, leggings, hats, and cargo pants are not allowed either day.**