



# DECA

*An Association of Marketing Students*

## **Exhibitor/Advertiser Registration Packet Western Region Leadership Conference November 11-12, 2011**

*Town & Country Resort  
500 Hotel Circle North  
San Diego, CA 92108*

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DECA Western Region Leadership Conference 2011  
P.O. Box 1449 Ridgecrest CA 93556  
760.384.8421 • fax 760.301.0049  
[www.wrlc2011.org](http://www.wrlc2011.org)



**SAN DIEGO, CA**  
**NOVEMBER 10-12, 2011**

**Looking to broaden your customer base?  
Do you desire quality employees?  
Looking for career-minded students?**

Participating in this year's Western Region Leadership Conference DECA exhibits is a great way to achieve all of the above! The participants aren't just high school students. These are student leaders who, along with their advisors, make final purchasing decisions not only for their school stores but also other fundraising events. These career oriented young people are also looking for career opportunities after high school and college.

**Today's teenagers are a market you can't ignore:**

**They** have high discretionary income. Teens earn more than \$130 billion dollars each year, spending almost all of it on discretionary items.

**They** spend family money. Teens now assume a greater responsibility for household shopping than they did in the past, spending more than \$43 billion of parents' income every year.

**They** influence family spending. Teens influence as much as \$200-300 billion in annual household spending.

**The teen** population is growing: There are more than 32 million teenagers in the United States, and the teen population is growing at twice the rate of the overall U.S. population. It is expected to reach as high as 44 million in 2020.

**Today's teens** will be tomorrow's top consumers. Forward-looking companies should actively market adult brands to teens in order to cement current and future brand loyalty.

*Source: "The Teens Market," Packaged Facts (Kalorama Information, LLC)*

**Reserve Your Space Today!**

To take advantage of the opportunity that DECA offers to spread the word about your company or school use the exhibitor/advertising registration form in this packet and sign up today! Please direct any questions to Becky Trimble at [becky@wrlc2011.org](mailto:becky@wrlc2011.org)

Direct your advertising materials to:  
DECA WRLC  
PO Box 1449 Ridgecrest CA 93556  
Fax 760.301.0049

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# EXHIBITORS

## **Promote to the Teen Population Why Should You Exhibit?**

Did you know that the majority of DECA Chapters run school stores where they sell everything from food and drink to apparel to the student body? Students are the product buyers and are continuously looking for new items that will interest their peers. This is the perfect avenue to promote products that appeal to teens.

## **Promote Your College or University**

DECA students look forward to this conference and the opportunity to learn about universities and colleges. Over 80% of all DECA members attend college after graduation-- don't miss your chance to recruit the best students the West has to offer!

## **What is Included?**

- Standard 6 foot banquet table
- Table skirting
- Two chairs
- Inclusion in all exhibit promotions
- The opportunity for time with over 2000 attendees

## **Why Should You Advertise?**

### **Connect with the Teen Market:**

We are offering ad space in the conference programs. This is a wonderful opportunity for you to reach all conference attendees and advisors. Conference programs are kept as reference by attendees--be sure your company stands out time and time again...

**Promote your product or service**  
**Advertise job openings**  
**Provide students with money saving coupons**

## **An exceptional opportunity!**

Whether you choose to exhibit with us or advertise in our conference program, you're taking advantage of an exceptional opportunity. The Western Region Leadership Conference (WRLC) is the premier leadership conference for marketing students from Washington, Oregon, California, Arizona, Nevada, New Mexico, Utah, Colorado, Wyoming and Montana. Every fall the WRLC brings together more than 2000 of the west's best marketing students for this exciting event.

## What is DECA?

Founded in 1946, DECA is a nonpartisan, nonsectarian 501(c)(3) association of marketing students—185,000 high school and college students and the teachers, school administrators and local businesspeople who support them. The young men and women of DECA are smart, dedicated individuals already actively involved in preparing for successful careers in marketing, management and entrepreneurship.

They are experienced in workplace skills and are proven leaders within their peer groups and their neighborhood communities. The majority—generally juniors and seniors in high school—hold jobs, and a surprising percentage own their own businesses. Eighty-six percent of DECA members will pursue postsecondary education.

DECA is not extracurricular; it is an integral part of the classroom instructional program. DECA provides teachers and members with educational and leadership development activities to merge with the classroom instructional program, teaching the skills that a successful career in business requires.

Working hand-in-hand with the educational and business communities, DECA's goal is for its members to develop a "career success kit" to carry into their professional and personal lives after graduation, including

- Occupational skills needed for careers in marketing, management and entrepreneurship
- Leadership skills
- An understanding and appreciation of civic responsibility
- Ethical behavior in personal and business relationships
- An understanding of the role of our free enterprise system in the global economy

To accomplish this, DECA uses on-the-job experience, local chapter projects and a program of competency-based competitive events in specific marketing occupational areas. These events emphasize academic and vocational excellence as building blocks for successful marketing and management careers and demonstrate the direct relationship between marketing education and the real needs of business and industry. Each year, more than 112,000 members participate in competitions on the local, state/provincial and international levels.

## Advertising Guidelines

\*Payment in full and final artwork are due by advertising due date.

\*Rates apply only to black and white, finished camera-ready ads. Any images must be in JPEG format and capable of being inserted into the conference program copy without excessive labor or design work.

\*Advertising cancellations will not be accepted after space closing date. Cancellations must be in writing and received and accepted by the publisher before publication layout date.

\*The DECA WRLC Planning Committee reserves the right to modify or reject any advertising which is not in keeping with publications standards. No advertising copy submitted will be edited or revised without prior advertiser approval.

\*Advertisers assume liability for all content, including text, representation, and illustration of all advertisements printed and assume responsibility for any claims made against the association or its leadership.



## Exhibitor Guidelines

**PURPOSE:** This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; to promote product and career information. Under IRS Rulings, sales are not permitted for a 501(c)(3) organization (DECA). Exhibitors are encouraged to explain, show or demonstrate products and services. Any deviations must be reviewed and approved by the California DECA Executive Director.

**ELIGIBLE EXHIBITS:** DECA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. Exhibitors must show only goods manufactured or dealt in their regular course of business. All promotional activities must be confined to the limits of the booth.

**BOOTH EQUIPMENT:** DECA will provide a 6 foot table, two chairs. The fee DOES NOT INCLUDE labor, shipping charges, special light or electrical connections or storage/drayage.

**INSTALLATION & REMOVAL OF EXHIBITS:** Exhibitors may begin installations at published setup time. Exhibits must remain intact until dismantling time.

**SECURITY:** Vendor is responsible for the necessary security during hours the exhibit area is closed. The exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage. All property is understood to remain in the exhibitor's control in transit to and from the confines of the exhibit area. DECA assumes no responsibility of any kind.

**FIRE, SAFETY, & HEALTH:** The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment may be reasonably located with the booth and protected by safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays and the necessary fire precautions will be the responsibility of the exhibitor.

**AUDIO/VISUAL:** The use of devices for mechanical production of sound is prohibited. Sound of any kind must not be projected outside the booth. Motion pictures, slide demonstrations, fashion shows, karaoke, etc. are subject to prior approval by the DECA WRLC Planning Committee.

**RESTRICTIONS:** DECA reserves the right to restrict exhibits 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 exhibit. DECA will not be liable for any refunds or other expenses in this instance. Exhibitors using the DECA or WRLC DECA logo or theme must be first granted permission from the WRLC DECA Conference Coordinator.

**LIABILITY:** Neither DECA, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or personnel. The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the Distributive Education Clubs of America, the hotel or conference facility, and its employees, agents or property, governmental charges or fines and attorney fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by sole negligence of the hotel or conference facility and its employees and agents. In addition, the exhibitor acknowledges that DECA and the hotel or conference facility do not maintain insurance covering the aforementioned from any and all claims.

**CANCELLATIONS:** This contract may be cancelled in writing up to one week prior to the respective conference, in which case fifty percent (50%) of the rental fee will be retained by DECA. Cancellation after this date obligates the exhibitor to full payment. If the space is not occupied, DECA shall have the right to use such space as it sees fit at the opening hour of the exhibit times.

**INABILITY TO PERFORM:** In the event the exhibit is not held for any reason beyond its control, DECA reserves the right to retain part of the fee as shall be required to compensate expenses incurred up to that time.

**CLARIFICATION OF RULES:** DECA has sole authority to interpret and enforce the rules and regulations contained herein, to make amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibit.

**RELOCATION OF EXHIBITS:** DECA reserves the right to alter locations of the exhibits if deemed advisable and in the best interest of the conference.

**PAYMENT FOR SPACE:** Your booth rental fee is due no later than one week prior to the event.

The logo features the word "REGISTER" in a bold, white, sans-serif font. It is centered within a dark grey rectangular box. This box is layered over a background of overlapping, semi-transparent shapes in shades of purple, teal, and black, creating a dynamic, modern look.

# EXHIBITOR/ADVERTISING REGISTRATION

## Contact Information

Company	
Street Address	
Phone	
E-Mail Address	

I have read and agree to the Exhibitor Rules and Regulations described on the last page of this packet:

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Exhibit Space

Western Region Leadership Conference (November 11-12, 2011) Town & Country Resort San Diego California

Please select one:

- Single Space (1) 6 Foot Table \$350.00
- Double Space (2) 6 Foot Tables \$550.00
- Triple Space (3) 6 Foot Tables \$700.00

## Program Advertising\*

Western Region Leadership Conference (November 11-12, 2011) Town & Country Resort San Diego California

Please select one

- Full Page \$300.00
- Half Page \$175.00
- Quarter Page \$100.00
- Business Card \$50.00
- Registration Packet Distribution Fee \$300.00
- Full Page Back Cover (Color) \$500.00

## Registration

*\*Deadline for  
Advertising Copy is 3  
weeks prior to the event*

Exhibit Space Fee:	_____
Program Advertising Fee:	_____
<b>Total Amount Due:</b>	_____

***Fax this completed form to: 760-301-0049***

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Make Checks Payable to:  
DECA WRLC  
P.O. 1449 Ridgecrest, CA 93556  
760.384.8421 Fax 760.301.0049