



NEW JERSEY
DECA

**STATE
CAREER
DEVELOPMENT
CONFERENCE**

EXHIBITOR PACKET

March 4-6, 2024

**Harrah's Waterfront Conference Center
Atlantic City, New Jersey**

INTRODUCTION

This winter, join nearly 5,000 of New Jersey DECA's most engaged students and teachers in the heart of New Jersey's shore, Atlantic City.

The New Jersey DECA State Career Development Conference attracts student leaders from 125+ high schools across every county in New Jersey. Students attend to compete in over fifty career based events in marketing, management, hospitality, finance and entrepreneurship. This conference provides opportunities to engage teens and their advisors in your brand.

Organizations that participate in this conference have the opportunity to:

- Enroll top students to your college or university
- Recruit trained employees for your company
- Promote your products and services
- Engage in corporate social responsibility

NEW JERSEY DECA MEMBER PROFILE

- 10,500 High School Members
- 100% of members are currently or previously enrolled in business courses
- 82% of students report an "A" average, which is twice the state average
- Students are 7 times more likely to study business topics in college

NEW JERSEY DECA MEMBER DEMOGRAPHICS

- 51% Female, 49% Male
- 42% Seniors, 33% Juniors, 18% Sophomores, 6% Freshman
- 64% are Advanced Placement Students
- 83% are in Honors Programs
- 57% of Students come from families that exceed the mean NJ Household Income

ABOUT DECA

DECA is a premier education partner developing college and career ready youth. Our comprehensive learning model is:

- Co-curricular
- Built upon the National Model Curriculum Framework
- Cross-walked to Common Core Standards
- Supportive of 21st Century Skills

We are specifically authorized by the United States Congress, the federal and states' Departments of Education as integral to delivering effective career education. Over 235,000 high school and college students in all 50 United States, U.S. territories and nine additional countries, participate in DECA's programming, annually, through instruction delivered by a state-certified teacher. With a 70-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals. In New Jersey, DECA's management is administered by Kean University through a grant from the New Jersey Department of Education, and all events are 100% student funded.

DEADLINES

Exhibit Booth Reservations: 2/15/2024

Hotel Reservations: 2/15/2024

TENTATIVE AGENDA

Monday

1:00pm – 8:00pm: Downtown DECA Leadership Village

2:00pm – 6:00pm: Optional Exhibitor Hours

4:00pm – 8:00pm: Preliminary Written Event Competitions

8:30pm – 10:00pm: Opening General Session

Tuesday

9:00am – 5:00pm: Student Competitions

9:00am – 5:00pm: Exhibits Open

8:30pm – 11:00pm: Mini-Awards

Wednesday

9:00am – 11:00am: Grand Awards Session

HOTEL & CONFERENCE CENTER INFORMATION

Harrah's Atlantic City Resort & Waterfront Conference Center
777 Harrah's Boulevard
Atlantic City, NJ 08401

Rate: \$119 per night, plus taxes and resort fees.

Hotel Contacts:

Hotel Rooms – Paola Ruales, pruales@caesarsentertainment.com

EXHIBITOR RATES

Rates listed below are for a 6' x 8' exhibit booth:

- \$600.00 – Non-Member Organization
- \$480.00 – Bronze NJ DECA Foundation Sponsor
- \$300.00 – Silver NJ DECA Foundation Sponsor
- Free – Gold, Platinum and Diamond NJ DECA Foundation Sponsor

Exhibitor Policies:

Exhibit Set Up Begins on Tuesday at 7am– All setup must be completed by 9am

Exhibit Hours: 9:00am-5:00pm - Tuesday 1

Exhibit Move-Out – 5:00pm - Tuesday, March 1

Optional Exhibitor Hours: Monday, 2pm-6pm

Rates Include:

- 6-Foot Draped Table
- 2 Chairs
- 7" x 77" Identification Sign
- 8" High Backdrop
- 3' High Side Rails
- Wastebasket

Electricity Not Included

NEW JERSEY DECA FOUNDATION

The New Jersey DECA Foundation, Inc. is a 501(c)3 non-profit organization designed to provide support to New Jersey DECA to create partnerships with corporations, business owners, and individuals investing in the future of business and marketing students to be college and career ready as emerging leaders and entrepreneurs.

LEVELS OF SPONSORSHIP:

- Diamond (\$10,000+)
 - Full Page Program Book Ad at the NJ State Career Development Conference
 - Additional Recognition at the State Conference
 - Free Networking Booth at the NJ State Career Development Conference
 - Free Commercial Clip & On Stage Recognition at NJ State Career Development Conference
 - Social Media Recognition from NJ DECA
 - Recognition on NJ DECA Web site
- Platinum (\$5,000 - \$9,999)
 - Full Page Advertisement & Recognition in the Conference Program
 - Additional Recognition at the State Conference
 - Free Networking Booth at the NJ State Career Development Conference
 - Social Media Recognition from NJ DECA
 - Recognition on the NJ DECA Web site

NEW JERSEY DECA FOUNDATION (continued)

- Gold (\$1,000 - \$4,999)
 - 12 Page Advertisement & Recognition in the Conference Program
 - Additional Recognition at the State Conference
 - Free Networking Booth
 - Social Media Recognition from NJ DECA.

- Silver (\$500 - \$999)
 - Recognition in the Conference Program
 - Social Media Recognition from NJ DECA
 - 50% Discount on Networking Booth

- Bronze (\$100 - \$499)
 - Recognition in the Conference Program
 - 20% discount on Networking Booth
 - Social Media Recognition from NJ DECA

APPLICATION AND CONTRACT

Address all communications to New Jersey DECA Foundation, PO Box 411- Windsor, NJ 08561
Phone 908-737-4182 - Fax 908-737-4175 - E-Mail - exhibitors@njdeca.org

Package Selections:

- Exhibitor Booth - \$600.00
- NJ DECA Foundation Sponsorship - Please Contact Our Office

Booths will be assigned on a first-come, first-served basis. If your selection has been filled, we will place you in the booth(s) closest to your choice. Payment must accompany application to reserve exhibit space.

SPECIFY COMPANIES you do not wish located near your exhibit: _____

STATE WHAT YOU INTEND TO EXHIBIT. Add any special circumstances which would make it desirable to assign locations for size, corners or other needs:

DESCRIBE any giveaways, promotions or contests to be conducted as part of the exhibit:

Name _____ Title _____

Company _____

Address _____

City _____ State/Prov./Zip _____

Email Address _____ Website URL _____

Phone Number _____ Fax number _____

Signature _____

TO BE INCLUDED IN PROGRAM, SEND HIGH RESOLUTION EPS FILE OF COMPANY LOGO BY 2/15/2023.

MAKE CHECKS PAYABLE TO: NEW JERSEY DECA FOUNDATION.

FULL PAYMENT IS DUE ON ALL APPLICATIONS RECEIVED AFTER THE DEADLINE DATE*. FAILURE TO MAKE FULL PAYMENT BY JANUARY 15, 2018, WILL SUBJECT THE EXHIBITOR TO CANCELLATION OF CONTRACT. THERE ARE NO REFUNDS ON DEPOSITS OR PAYMENTS.

THIS APPLICATION AND CONTRACT, WHEN PROPERLY EXECUTED BY THE EXHIBITOR AND ACCEPTED BY NJ DECA, SHALL BE CONSIDERED A BINDING AGREEMENT SUBJECT TO GENERAL INFORMATION AND REGULATIONS ON THE REVERSE SIDE. MAIL THIS COMPLETED APPLICATION AND CONTRACT WITH YOUR CHECK TO RESERVE YOUR SPACE. A CONFIRMATION LETTER WILL BE EMAILED TO YOU AFTER PROCESSING AT NJ DECA. TO HAVE YOUR COMPANY LISTED ON OUR CONFERENCE GUIDE APP, PLEASE SEND US YOUR CONTRACT AND AN EPS FILE OF YOUR LOGO BY THE DEADLINE DATE

NJ DECA RESERVES THE RIGHT TO AND WILL STRICTLY ENFORCE TRADEMARK INFRINGEMENT LAWS. ANY PRODUCT DISPLAYING CHARACTERS AND/OR NAMES WHERE LICENSING IS NECESSARY (I.E DISNEY CHARACTERS, HARD ROCK CAFÉ, TASMANIAN DEVIL) MUST SUBMIT A COPY OF THE LICENSING AGREEMENT TO DECA PRIOR TO THE CONFERENCE. DECA INC. ALSO RESTRICTS THE SALE OR DISPLAY OF ANY PRODUCT (INCLUDING CLOTHING) THAT REFERS TO DECA, MARKETING EDUCATION, CAREER DEVELOPMENT CONFERENCE, INTERNATIONAL CONFERENCE, AN ASSOCIATION OF MARKETING STUDENTS OR EMERGING LEADERS AND ENTREPRENEURS.

*FEDERAL AND STATE AGENCIES MAY SUBMIT A PURCHASE ORDER WITH THE APPLICATION AND DEFER PAYMENT UNTIL AFTER SERVICE IS RENDERED.

GENERAL INFORMATION AND REGULATIONS

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 activities are not permitted for a 501(c)(3) organization (DECA). Exhibitors are encouraged to explain, show or demonstrate products or services.

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 and services used in their regular course of business. All promotional activities must be confined to the limits of the booth. To have your company listed in our conference program, please send us your contract by the deadline date

BOOTH EQUIPMENT

DECA will provide a 6-foot draped table, 2 chairs and a waste basket. Side rails are 3 feet high; backdrop is 8 feet high. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE

Your deposit of one-half booth rental must accompany the application. The balance is due by the deadline date. Failure to make full payment by the deadline date, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after the deadline date

INSTALLATION AND REMOVAL OF EXHIBITS

Exhibitors may begin installation Monday of the conference at 12:00 p.m. and have displays ready by 8:00 a.m., Tuesday. Exhibits are to remain intact until Tuesday at 5:00 p.m.

SECURITY

DECA does not provide necessary security during the 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 liability of any kind.

FIRE, SAFETY AND 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 must be reasonably located within 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 a responsibility of the Exhibitor.

BADGES

Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise us of personnel by February 15, 2022, so that badges can be prepared in advance.

EXHIBITORS' REGISTRATION

All Exhibitors must register and pick up their conference packets at the Exhibitor's registration desk on site. Registration fee is included in the exhibit fee for four representatives per booth space.

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.

AUDIO-VISUAL

The use of devices for mechanical reproduction 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 DECA.

LIABILITY

Neither DECA, nor their agents or representatives, will be responsible for any injury, loss or damage that may occur to exhibit or personnel. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save DECA, the Renaissance Downtown and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Renaissance Downtown and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Renaissance Downtown do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

CANCELLATIONS

This contract may be cancelled in writing prior to prior to the deadline date, in which case fifty percent (50%) of the rental fee will be retained by NJ DECA. Cancellation after this date obligates the Exhibitor to full payment. If space is not occupied by opening of exhibits, NJ DECA shall have the right to use such space as it sees fit.

INABILITY TO PERFORM

In the event the Exhibit is not held for any reason beyond its control, NJ DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time.

CLARIFICATION OF RULES

DECA has sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibit Hall.

RELOCATION OF EXHIBITS

DECA Inc. reserves the right to alter locations of the exhibits as shown on the official floor plan if deemed advisable and in the best interest of the conference.

SHIPMENT AND STORAGE

Information on shipping methods, storage and rates can be provided to you directly by the conference center and official decorator. The exhibitor agrees to ship at his/her own risk and expense all articles to be exhibited.