



# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

ASSOCIATION REGISTRATION GUIDE

APRIL 25-28, 2026 | ATLANTA





# DECA

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 26,000 high school students, teacher-advisors, business professionals and alumni gather for several days of career preparation, leadership development and overall excitement.

DECA members demonstrate their college and career ready knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21<sup>st</sup> Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and association levels. More than 1,000 business professionals serve as judges to evaluate members' mastery of these concepts.

In addition, thousands of members participate in DECA's Emerging Leader Series, which helps them attain 21<sup>st</sup> Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity. One highlight is the involvement of executive mentors who provide college and career advice.

Thousands of DECA advisors and educators participate in administering DECA's Competitive Events Program and Emerging Leader Series while also participating in professional learning activities.

### CLASSROOM CONNECTION

DECA's International Career Development Conference supports educational initiatives.

- Career Clusters®
- National Curriculum Standards
- 21<sup>st</sup> Century Skills
- Common Core State Standards
- Project-based Learning
- Personal Financial Literacy

# CONFERENCE FACTS

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## 15,000

finalists from 52 chartered associations vying for international honors in DECA's Competitive Events Program.



## 4,000

DECA members engaging in leadership development activities preparing to be college and career ready.



## 1,000

business leaders will serve as judges for international competition.



## 100

exhibitors from a wide variety of colleges and businesses.



## 2,400

DECA advisors coaching their students and attending Advisor Professional Learning.



## GEORGIA WORLD CONGRESS CENTER

285 Andrew Young International Blvd NW,  
Atlanta, GA 30313  
404-223-4000

# TABLE OF CONTENTS

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## **5 Conference Overview**

Key Dates

Tentative Agenda

## **9 Competitive Events**

Official Listing

Qualifications

Recognition and Awards

Sponsored Events

Allocations

Evidence of Student Learning

## **19 Emerging Leader Series**

Overview

Allocations

## **22 School-based Enterprises**

Academy + Competition

## **24 Executive Officer Campaigns**

Campaigns + Elections

## **26 Advisor Program**

Advisor Professional Learning

## **28 Registration + Housing**

Association Registration

Association Housing

Management Assistant Assignments

Additional Information

## **38 Guidelines + Conduct**

Attendance Criteria

Presidential Governance Committee

Code of Ethics for Advisors

Delegate Conduct Practices and Procedures

Non-Discrimination Policy

Dress Code

Attendance Permission Form

Dress Code Form

Delegate Infraction Notice Form



# DECA

# CONFERENCE OVERVIEW

ICDC 2026





# KEY DATES

- FEB 15** ICDC competitors' membership eligibility deadline
- MAR 12** California DECA Registration Deadline
- MAR 25** Portal opens for chapters to upload qualifying prepared entry submissions
  - Business Growth Plan **EBG**
  - Business Services Operations Research **BOR**
  - Business Solutions Project **PMBS**
  - Buying and Merchandising Operations Research **BMOR**
  - Career Development Project **PMCD**
  - Community Awareness Project **PMCA**
  - Community Giving Project **PMCG**
  - Finance Operations Research **FOR**
  - Financial Literacy Project **PMFL**
  - Franchise Business Plan **EFB**
  - Hospitality and Tourism Operations Research **HTOR**
  - Independent Business Plan **EIB**
  - Innovation Plan **EIP** (Pitch Deck)
  - Integrated Marketing Campaign-Event **IMCE** (Pitch Deck)
  - Integrated Marketing Campaign-Product **IMCP** (Pitch Deck)
  - Integrated Marketing Campaign-Service **IMCS** (Pitch Deck)
  - International Business Plan **IBP**
  - Sales Project **PMSP**
  - Sports and Entertainment Marketing Operations Research **SEOR**
  - Start-Up Business Plan **ESB** (Pitch Deck)
  - Stock Market Game **SMG** (Pitch Deck)
- MAR 27** Deadline for chapters to submit accommodation requests to DECA Inc.
- APR 8** Deadline for chapters to upload qualifying prepared entry submissions

## REGISTRATION PROCESS

- 1** Members qualify to attend the DECA International Career Development Conference based on their chartered association's eligibility guidelines.
- 2** Chapter advisors register their attendees for both the conference and housing with the chartered association advisor. The chartered association sets registration procedures and deadlines.
- 3** The chartered association advisor receives and verifies the information from chapter advisors.
- 4** The chartered association advisor submits the conference registration to DECA Inc. and housing to the association's assigned hotel by March 17.
- 5** DECA Inc. notifies chapter advisors to verify their chapter's registration in the online membership system. Chapter advisors request any changes to the chartered association advisor.
- 6** The chartered association advisor requests any changes in registration or housing to DECA Inc. and/or the association's assigned hotel.

# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

## FRIDAY, APRIL 24

12:00 PM – 1:30 PM	Chartered Association Advisor Check-in + Luncheon <i>By invitation only</i> <i>Chapter advisors register with their chartered association advisor at their assigned hotel</i>	GWCC
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## SATURDAY, APRIL 25

9:00 AM	Event Directors' Briefing <i>Sponsored by College Board</i>	GWCC
10:00 AM – 8:00 PM	Headquarters + Attraction Ticket Booth	GWCC
10:00 AM – 8:00 PM	Shop DECA + Blazer Shop	GWCC
10:00 AM – 5:00 PM	Explore Atlanta or Competition Preparation <i>On your own</i>	
10:00 AM	Executive Officer Candidate Orientation + Interviews	GWCC
1:00 PM – 5:00 PM	Exhibit Booth Set-up	GWCC
5:00 PM	Parade of Chartered Associations Rehearsal	Mercedes-Benz Stadium
6:30 PM	National Advisory Board + Executive Mentor Reception <i>By invitation only</i>	Mercedes-Benz Stadium
8:00 PM	Grand Opening Session	Mercedes-Benz Stadium
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## SUNDAY, APRIL 26

7:00 AM – 5:00 PM	Headquarters + Attraction Ticket Booth	GWCC
7:00 AM – 5:00 PM	Shop DECA + Blazer Shop	GWCC
7:30 AM	Judge Check-in	GWCC
8:00 AM	MDA Fundraising Recognition Breakfast <i>Sponsored by the Muscular Dystrophy Association   By invitation only</i>	GWCC
8:00 AM – 11:30 AM	School-based Enterprise Academy   Food Operations	Omni Hotel
8:00 AM – 3:30 PM	Emerging Leader Series	GWCC
8:00 AM – 4:00 PM	College + Career Exhibits <i>Advisors only from 8:00 AM - 9:00 AM</i>	GWCC
8:00 AM – 5:00 PM	Competitive Event Testing <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events</i>	GWCC
8:00 AM – 5:00 PM	Competitive Event Preliminary Competition <i>Business Operations Research Events, Project Management Events, Entrepreneurship Written Events, Stock Market Game</i>	GWCC
9:00 AM	Virtual Business Challenge Participants' Briefing	GWCC
9:00 AM – 4:00 PM	Advisor Professional Learning Series	GWCC
9:30 AM	Executive Mentor Program	GWCC
10:00 AM – 4:00 PM	Virtual Business Challenge Competition	GWCC
12:00 PM – 3:30 PM	School-based Enterprise Academy   Retail Operations	Omni Hotel
4:00 PM	Voting Delegates' Briefing + Candidate Campaign Sessions	GWCC
5:00 PM – 11:00 PM	Choose Your Own ATL Adventure <i>Advance ticket purchase required</i>	
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## MONDAY, APRIL 27

7:00 AM – 5:00 PM	Headquarters + Attraction Ticket Booth	GWCC
7:00 AM – 5:00 PM	Shop DECA	GWCC
7:30 AM	Judge Check-In	GWCC
8:00 AM – 4:00 PM	College + Career Exhibits	GWCC
8:00 AM – 3:30 PM	Emerging Leader Series	GWCC
8:00 AM – 6:00 PM	Competitive Event Preliminary Competition <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Event</i>	GWCC
8:00 AM – 6:00 PM	School-based Enterprise Preliminary Competition	GWCC
9:00 AM – 3:00 PM	Advisor Professional Learning Series	GWCC
10:00 AM – 4:00 PM	Virtual Business Challenge Competition	GWCC
12:00 PM – 1:30 PM	Chartered Association Officer + Advisor Luncheon <i>Sponsored by the U.S. Army   By invitation only</i>	GWCC
2:00 PM – 3:30 PM	Leadership Recognition Reception <i>By invitation only</i>	GWCC
2:30 PM – 4:30 PM	Meet the Candidates Session <i>Open to all members</i>	GWCC
3:30 PM – 4:30 PM	Competitive Events Update <i>Advisors only</i>	GWCC
5:00 PM – 11:00 PM	Choose Your Own ATL Adventure <i>Advance ticket purchase required</i>	
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## TUESDAY, APRIL 28

7:30 AM – 6:00 PM	Headquarters	GWCC
8:00 AM	Achievement Awards Session	Mercedes-Benz Stadium
8:30 AM – 11:30 AM	Judge Check-In	GWCC
8:30 AM – 5:00 PM	Shop DECA + Finalist T-Shirts + Recognition Items	GWCC
8:30 AM – 6:00 PM	Competitive Event Final Competition	GWCC
12:00 PM	Business + Election Session	GWCC
6:00 PM – 7:00 PM	Scholarship + National Advisory Board Reception <i>Sponsored by National Advisory Board Partners   By invitation only</i>	Mercedes-Benz Stadium
7:30 PM	Grand Awards Session	Mercedes-Benz Stadium
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## WEDNESDAY, APRIL 29

9:00 AM – 11:00 AM	New Executive Officer Orientation	Omni Hotel
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Check [deca.org/icdc](https://deca.org/icdc) for updates. Events will be held in the **GEORGIA WORLD CONGRESS CENTER** unless otherwise noted.

# DECA COMPETITIVE EVENTS

ICDC 2026



# DECA COMPETITIVE EVENTS

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**  
Principles of Entrepreneurship **PEN**  
Principles of Finance **PFN**  
Principles of Hospitality and Tourism **PHT**  
Principles of Marketing **PMK**

## TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**  
Buying and Merchandising Team Decision Making **BTDM**  
Entrepreneurship Team Decision Making **ETDM**  
Financial Services Team Decision Making **FTDM**  
Hospitality Services Team Decision Making **HTDM**  
Marketing Management Team Decision Making **MTDM**  
Sports and Entertainment Marketing Team Decision Making **STDM**  
Travel and Tourism Team Decision Making **TTDM**

## INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**  
Apparel and Accessories Marketing Series **AAM**  
Automotive Services Marketing Series **ASM**  
Business Finance Series **BFS**  
Business Services Marketing Series **BSM**  
Entrepreneurship Series **ENT**  
Food Marketing Series **FMS**  
Hotel and Lodging Management Series **HLM**  
Human Resources Management Series **HRM**  
Marketing Communications Series **MCS**  
Quick Serve Restaurant Management Series **QSRM**  
Restaurant and Food Service Management Series **RFSM**  
Retail Merchandising Series **RMS**  
Sports and Entertainment Marketing Series **SEM**

## PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

## BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**  
Buying and Merchandising Operations Research **BMOR**  
Finance Operations Research **FOR**  
Hospitality and Tourism Operations Research **HTOR**  
Sports and Entertainment Marketing Operations Research **SEOR**

## PROJECT MANAGEMENT EVENTS

Business Solutions Project **PMBS**  
Career Development Project **PMCD**  
Community Awareness Project **PMCA**  
Community Giving Project **PMCG**  
Financial Literacy Project **PMFL**  
Sales Project **PMSP**

## ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**  
Start-Up Business Plan **ESB**  
Independent Business Plan **EIB**  
International Business Plan **IBP**  
Business Growth Plan **EBG**  
Franchise Business Plan **EFB**

## INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign-Event **IMCE**  
Integrated Marketing Campaign-Product **IMCP**  
Integrated Marketing Campaign-Service **IMCS**

## PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**  
Hospitality and Tourism Professional Selling **HTPS**  
Professional Selling **PSE**

## ONLINE EVENTS

Stock Market Game **SMG**  
Virtual Business Challenge-Accounting **VBCAC**  
Virtual Business Challenge-Entrepreneurship **VBCEN**  
Virtual Business Challenge-Fashion **VBCFA**  
Virtual Business Challenge-Hotel Management **VBCHM**  
Virtual Business Challenge-Personal Finance **VBCPF**  
Virtual Business Challenge-Restaurant **VBCRS**  
Virtual Business Challenge-Retail **VBCRT**  
Virtual Business Challenge-Sports **VBCSP**

*Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.*

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.



COMPETITIVE EVENT CATEGORY	TUESDAY   APRIL 8	SUNDAY   APRIL 26	MONDAY   APRIL 27	TUESDAY   APRIL 28
Principles of Business Administration Events Team Decision Making Events Individual Series Events Personal Financial Literacy Event Professional Selling and Consulting Events		Briefing and Exam	Preliminary Presentations to Judges	Finalist Presentations to Judges*
Business Operations Research Events Project Management Events Entrepreneurship Events Stock Market Game	Deadline for prepared entry submission through the online competition portal.	Preliminary Presentations to Judges		Finalist Presentations to Judges*
Integrated Marketing Campaign Events	Deadline for prepared entry submission through the online competition portal.	Briefing and Exam	Preliminary Presentations to Judges	Finalist Presentations to Judges*
School-based Enterprise		SBE Academy	SBE Competition Preliminaries	SBE Competition Finals*
Virtual Business Challenge		Briefing and Round 1	Round 2	

\*Finalists will be announced on Tuesday morning during the Achievement Awards Session.

## QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

- All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to February 15 of the current school year.
- All participants and prepared entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
- All participants and prepared entries must meet the specifications set forth for each activity.
- All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
- All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
- A participant may enter only one of the competitive events with a participatory component during DECA's International Career Development Conference.
- No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
- A prepared entry may not be entered in more than one ICDC competitive event during a given year.
- Once a prepared entry is entered in ICDC competition, the identical content material may not be entered in ICDC competition again.
- All participants must attend the briefing sessions for their competitive event during the international conference, if scheduled.
- Participants are required to follow the official DECA dress code outlined on page 42.
- All written entries must include a signed copy of DECA's Prepared Event Statement of Assurances and Academic Integrity (page 61) of the DECA Guide.
- Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.



# DECA SPONSORED EVENTS























DECA gratefully acknowledges the competitive events sponsorship of these generous organizations. Unless otherwise noted, each sponsoring organization provides the following awards for top performers at DECA’s International Career Development Conference.











































**1<sup>st</sup> Place - \$1,000 per team**











































**2<sup>nd</sup> Place - \$500 per team**

**3<sup>rd</sup> Place - \$250 per team**

**4<sup>th</sup>–10<sup>th</sup> Place - \$100 each per team**

 <b>ACT</b>	<b>Accounting Applications Series</b> <i>Sponsored by National Association of State Procurement Officials</i>	 
 <b>AAM</b>	<b>Apparel and Accessories Marketing Series</b> <i>Sponsored by ICEV</i>	
 <b>ASM</b>	<b>Automotive Services Marketing Series</b> <i>Sponsored by George Mason University   Costello College of Business</i>	 <b>COSTELLO COLLEGE OF BUSINESS</b> <i>George Mason University</i>
 <b>BFS</b>	<b>Business Finance Series</b> <i>Sponsored by National Association of State Procurement Officials</i>	 
 <b>EBG</b>	<b>Business Growth Plan</b> <i>Sponsored by Collaborative Work Environment (CWE)</i>	
 <b>BLTDM</b>	<b>Business Law and Ethics Team Decision Making</b> <i>Sponsored by National Association of State Procurement Officials</i>	 
 <b>BSM</b>	<b>Business Services Marketing Series</b> <i>Sponsored by McGraw Hill</i>	
 <b>BOR</b>	<b>Business Services Operations Research</b> <i>Sponsored by Piper Sandler</i>	<b>PIPER   SANDLER</b>
 <b>PMBS</b>	<b>Business Solutions Project</b> <i>Sponsored by National Association of State Procurement Officials</i>	 
 <b>BMOR</b>	<b>Buying and Merchandising Operations Research</b> <i>Sponsored by Piper Sandler</i>	<b>PIPER   SANDLER</b>

	<b>BTDM</b> Buying and Merchandising Team Decision Making <i>Sponsored by Fashion Institute of Technology (FIT)</i>	
	<b>PMCD</b> Career Development Project <i>Sponsored by National Apartment Association Education Institute</i>	
	<b>PMCA</b> Community Awareness Project <i>Sponsored by Piper Sandler</i>	
	<b>PMCG</b> Community Giving Project <i>Sponsored by Infinity Insurance Agency</i>	
	<b>ENT</b> Entrepreneurship Series <i>Sponsored by Savannah College of Art and Design</i>	
	<b>ETDM</b> Entrepreneurship Team Decision Making <i>Sponsored by A2ZRent</i>	
	<b>FOR</b> Finance Operations Research <i>Sponsored by Piper Sandler</i>	
	<b>FCE</b> Financial Consulting <i>Sponsored by Merrill Wealth Management</i>	
	<b>PMFL</b> Financial Literacy Project <i>Sponsored by National Association of State Procurement Officials</i>	
	<b>FTDM</b> Financial Services Team Decision Making <i>Sponsored by McGraw Hill</i>	
	<b>FMS</b> Food Marketing Series <i>Sponsored by Otis Spunkmeyer</i>	
	<b>EFB</b> Franchise Business Plan <i>Sponsored by iCEV</i>	
	<b>HTDM</b> Hospitality Services Team Decision Making <i>Sponsored by A2ZRent</i>	
	<b>HTOR</b> Hospitality and Tourism Operations Research <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
	<b>HTPS</b> Hospitality and Tourism Professional Selling <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
	<b>HLM</b> Hotel and Lodging Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
	<b>HRM</b> Human Resources Management Series <i>Sponsored by AT&amp;T</i>	
	<b>EIB</b> Independent Business Plan <i>Sponsored by Clearpoint Business Group</i>	
	<b>EIP</b> Innovation Plan <i>Sponsored by Savannah College of Art and Design</i>	
	<b>IMCE</b> Integrated Marketing Campaign-Event <i>Sponsored by Adobe</i>	
	<b>IMCP</b> Integrated Marketing Campaign-Product <i>Sponsored by Adobe</i>	

	<b>IMCS</b>	Integrated Marketing Campaign-Service <i>Sponsored by Adobe</i>	
	<b>IBP</b>	International Business Plan <i>Sponsored by Belmont University   Massey College of Business</i>	
	<b>MCS</b>	Marketing Communications Series <i>Sponsored by Adobe</i>	
	<b>MTDM</b>	Marketing Management Team Decision Making <i>Sponsored by Adobe</i>	
	<b>PFL</b>	Personal Financial Literacy <i>Sponsored by National Association of State Procurement Officials</i>	
	<b>PBM</b>	Principles of Business Management and Administration <i>Sponsored by National Association of State Procurement Officials</i>	
	<b>PEN</b>	Principles of Entrepreneurship <i>Sponsored by Stukent CTE</i>	
	<b>PFN</b>	Principles of Finance <i>Sponsored by National Association of State Procurement Officials</i>	
	<b>PHT</b>	Principles of Hospitality and Tourism <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
	<b>PMK</b>	Principles of Marketing <i>Sponsored by Adobe</i>	
	<b>PSE</b>	Professional Selling <i>Sponsored by Vector Marketing</i>	
	<b>QSRM</b>	Quick Serve Restaurant Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
	<b>RFSM</b>	Restaurant and Food Service Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
	<b>RMS</b>	Retail Merchandising Series <i>Sponsored by NRF Foundation</i>	
	<b>PMSP</b>	Sales Project <i>Sponsored by Spirit Box</i>	
	<b>SEOR</b>	Sports and Entertainment Marketing Operations Research <i>Sponsored by Piper Sandler</i>	
	<b>SEM</b>	Sports and Entertainment Marketing Series <i>Sponsored by Stukent CTE</i>	
	<b>STDM</b>	Sports and Entertainment Marketing Team Decision Making <i>Sponsored by National Association of State Procurement Officials</i>	
	<b>ESB</b>	Start-Up Business Plan <i>Sponsored by Nestlé</i>	
	<b>SMG</b>	Stock Market Game <i>Sponsored by IE University</i>	
	<b>TTDM</b>	Travel and Tourism Team Decision Making <i>Sponsored by Raising Cane's Chicken Fingers</i>	

















### Virtual Business Challenge Awards

1<sup>st</sup> Place - \$1,000 per team

2<sup>nd</sup> Place - \$500 per team

3<sup>rd</sup> Place - \$250 per team



	<b>VBCAC</b> Virtual Business Challenge-Accounting <i>Sponsored by Knowledge Matters</i>	
	<b>VBCEN</b> Virtual Business Challenge-Entrepreneurship <i>Sponsored by Knowledge Matters</i>	
	<b>VBCFA</b> Virtual Business Challenge-Fashion <i>Sponsored by Knowledge Matters</i>	
	<b>VBCEN</b> Virtual Business Challenge-Personal Finance <i>Sponsored by Knowledge Matters</i>	
	<b>VBCEN</b> Virtual Business Challenge-Restaurant <i>Sponsored by Knowledge Matters</i>	
	<b>VBCEN</b> Virtual Business Challenge-Retail <i>Sponsored by Knowledge Matters</i>	
	<b>VBCSP</b> Virtual Business Challenge-Sports <i>Sponsored by Knowledge Matters</i>	

### Virtual Business Challenge-Hotel Management Awards

1<sup>st</sup> Place - \$5,000 per team

2<sup>nd</sup> Place - \$2,000 per team

3<sup>rd</sup> Place - \$1,000 per team

	<b>VBCHM</b> Virtual Business Challenge-Hotel Management <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
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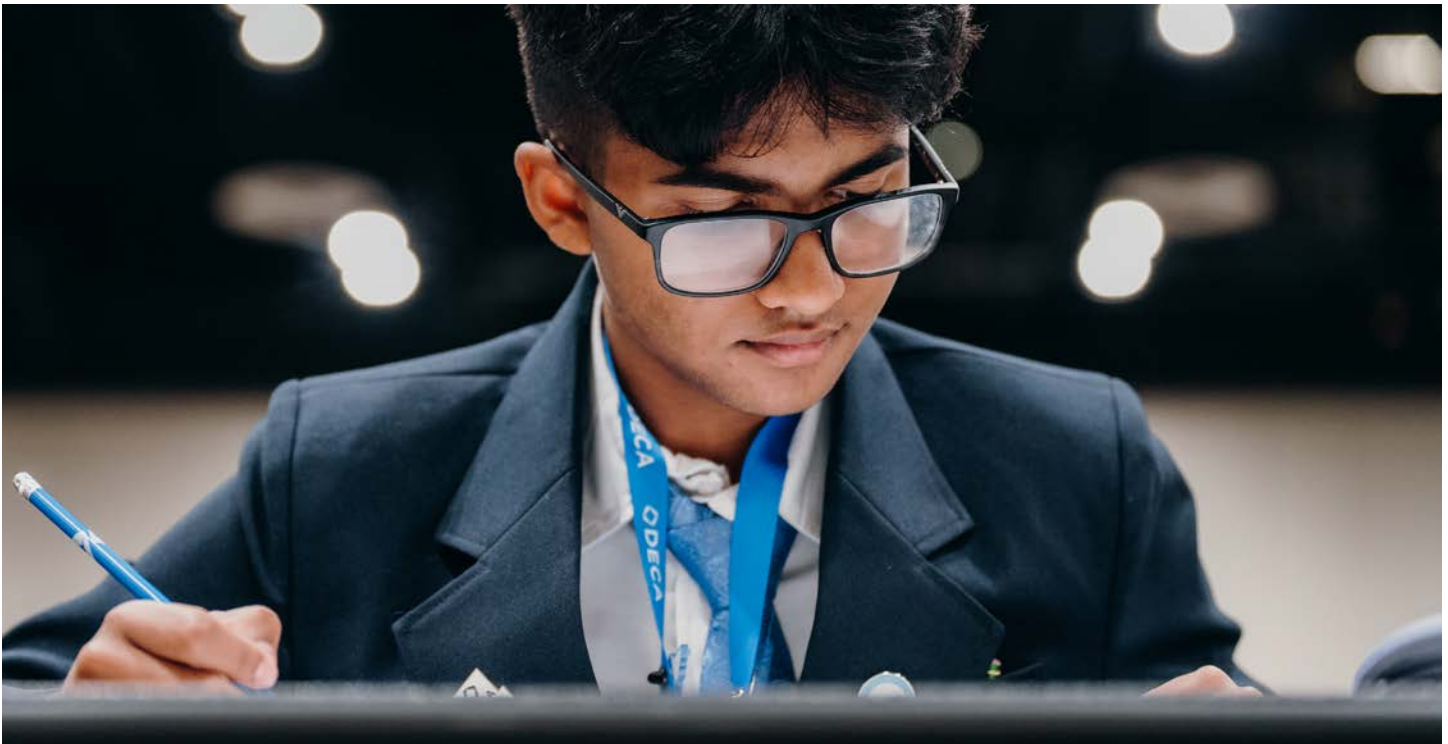
# COMPETITIVE EVENTS ALLOCATIONS

CHARTERED ASSOCIATION	2023-2024 MEMBERSHIP	2024-2025 MEMBERSHIP	Principles of Business Administration 5 Team Decision Making 8 Individual Series 14 Personal Financial Literacy 1	Business Operations Research 5 Project Management 6 Entrepreneurship Events 6 Integrated Marketing Campaign 3 Professional Selling and Consulting 3
Alabama	4,267	3,988	4	3
Arizona	5,183	5,852	5	4
Arkansas	1,682	1,605	3	2
California	6,562	7,699	6	5
Colorado	8,624	9,436	7	6
Connecticut	2,670	3,008	4	3
Delaware	312	533	3	2
Florida	13,011	15,000	10	9
Georgia	18,119	21,086	10	9
Germany	547	554	3	2
Hawaii	580	724	3	2
Idaho	502	508	3	2
Illinois	4,425	5,409	5	4
Indiana	3,891	4,541	4	3
Iowa	682	797	3	2
Kansas	1,377	1,405	3	2
Kentucky	2,593	2,837	3	3
Louisiana	1,263	1,560	3	2
Maine	55	50	3	2
Maryland	1,435	1,809	3	2
Massachusetts	10,010	12,125	8	7
Michigan	9,007	9,776	7	6
Minnesota	5,296	6,023	5	4
Mississippi	1,351	1,301	3	2
Missouri	7,050	7,708	6	5
Montana	886	1,066	3	2
Nebraska	1,390	1,562	3	2
Nevada	1,688	2,035	3	3
New Hampshire	787	1,015	3	2
New Jersey	11,326	13,001	9	8
New Mexico	3,760	3,031	4	3
New York	7,267	9,225	7	6
North Carolina	10,015	11,268	8	7
North Dakota	1,087	1,084	3	2
Ohio	6,124	7,000	6	5
Oklahoma	1,669	1,513	3	2
Ontario	15,003	18,050	10	9
Oregon	1,689	2,014	3	3
Pennsylvania	7,017	7,841	6	5
Puerto Rico	2,883	3,321	4	3
Rhode Island	733	868	3	2
South Carolina	2,296	3,004	4	3
South Dakota	201	197	3	2
Tennessee	7,003	8,191	6	5
Texas	23,007	25,783	10	9
Utah	2,904	3,500	4	3
Vermont	-	11	3	2
Virginia	12,680	14,831	9	8
Washington	15,028	16,780	10	9
West Virginia	449	438	3	2
Wisconsin	9,585	10,165	7	6
Wyoming	390	348	3	2
<b>TOTALS</b>	<b>257,465</b>	<b>292,476</b>	<b>257</b>	<b>208</b>

# COMPETITIVE EVENTS ALLOCATION FORMULA

2024-2025 MEMBERSHIP	Principles of Business Administration 5 Team Decision Making 8 Individual Series 14 Personal Financial Literacy 1	Business Operations Research 5 Project Management 6 Entrepreneurship Events 6 Integrated Marketing Campaign 3 Professional Selling and Consulting 3
15,000	10	9
13,000	9	8
11,000	8	7
9,000	7	6
7,000	6	5
5,000	5	4
3,000	4	3
2,000	3	3
0 - 1,999	3	2

Adjustments (gains or losses) will not be made until the end of the membership year and will be effective starting with the upcoming membership year.



# EVIDENCE OF STUDENT LEARNING

## TRANSCRIPTS

Supporting college and career readiness, DECA's competitive events transcripts express each member's performance rated against National Curriculum Standards identified as essential knowledge and skills. DECA transcripts provide evidence of student learning and achievement as demonstrated by their participation in DECA's Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion the judge evaluates.

Because of the structure of DECA's competitive events program, all data is normalized and should be viewed as a snapshot of performance rather than a competition ranking.

DECA transcripts are yet another tool in demonstrating DECA's commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	91	██	██	██
Preliminary Case Study	92	92	██	██	██
Final Case Study	92	89	██	██	██
<b>Overall</b>	<b>177</b>	<b>90</b>	██	██	██

Comprehensive Exam		Marketing Cluster Exam		Preliminary Case Study		Final Case Study	
Raw score	VA %ile	Int %ile	low	mid	high	Met	Prof
Channel Management	87	85	██	██	██		
Communication Skills	100	98	██	██	██		
Economics	100	98	██	██	██		
Emotional Intelligence	83	38	██	██	██		
Financial Analysis	83	71	██	██	██		
Information Management	75	62	██	██	██		
Market Planning	75	67	██	██	██		
Management	53	16	██	██	██		
Operations	100	99	██	██	██		
Product/Service Management	82	60	██	██	██		
Professional Development	100	98	██	██	██		
Production	92	92	██	██	██		
Selling	100	98	██	██	██		

Instructional Area: Operations & Marketing	Met	Prof
1. PI #1 - Describe marketing functions and related activities.	██	██
2. PI #2 - Explain business/business buying behavior.	██	██
3. PI #3 - Demonstrate connections between company actions and results.	██	██
4. PI #4 - Explain the nature and scope of purchasing.	██	██
5. PI #5 - Select vendors.	██	██
6. PI #6 - Place orders/orders.	██	██
7. PI #7 - Identify quality-control measures.	██	██
8. Clarity of expression	██	██
9. Organization of ideas	██	██
10. Showed evidence of mature judgment	██	██
11. Effective participation of both team members	██	██
12. Overall impression and response to the judge's questions	██	██

Instructional Area: Information Management	Met	Prof
1. PI #1 - Assess information needs.	██	██
2. PI #2 - Apply information to accomplish a task.	██	██
3. PI #3 - Obtain needed information efficiently.	██	██
4. PI #4 - Evaluate quality and source of information.	██	██
5. PI #5 - Describe the need for marketing information.	██	██
6. PI #6 - Explain the nature and scope of the marketing information management function.	██	██
7. PI #7 - Identify information required for marketing decision making.	██	██
8. Clarity of expression	██	██
9. Organization of ideas	██	██
10. Showed evidence of mature judgment	██	██
11. Effective participation of both team members	██	██
12. Overall impression and response to the judge's questions	██	██

Student: High Young  
 School: DECA High School  
 Location: Heron, VA  
 Competitive Event: Buying and Merchandising Team Decision Making

Key: NV=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations  
 Met/Prof. = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

# DECA EMERGING LEADER SERIES

ICDC 2026



# EMERGING LEADER SERIES



DECA's Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21<sup>st</sup> Century Skills in the areas of critical thinking and problem solving, communication and collaboration, and creativity and innovation. DECA's Emerging Leader Series prepares members to be effective leaders in college and careers. All of these academies are available during the DECA International Career Development Conference. Elevate and Empower are also available at the DECA Emerging Leader Summit.

 <p><b>IGNITE</b></p>	 <p><b>ELEVATE</b></p>	 <p><b>EMPOWER</b></p>	 <p><b>ASPIRE</b></p>	 <p><b>THRIVE</b></p>
<p><b>ULTIMATE MEMBER</b></p> <p>Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.</p> 	<p><b>ULTIMATE CHAPTER LEADER</b></p> <p>Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.</p> 	<p><b>ULTIMATE ASSOCIATION OFFICER</b></p> <p>As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.</p> 	<p><b>ULTIMATE GRADUATE</b></p> <p>As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.</p>	<p><b>ULTIMATE CHAPTER</b></p> <p>Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.</p>

DECA's Emerging Leader Series at ICDC is the primary conference activity for those members registered for an academy. Registration for the Emerging Leader Series is through the Chartered Association Advisor. DECA members registered for a competitive event or School-based Enterprise may not participate in DECA's Emerging Leader Series. The one exception is Empower, which is limited to chartered association officers, who may also participate in DECA's Competitive Events Program.



# EMERGING LEADER SERIES ALLOCATIONS

ASSOCIATION	MEMBERSHIP	% OF TOTAL	🔥 IGNITE	🚀 ELEVATE	🏆 ASPIRE
	2024-2025		8+ (___% of 560)	4+ (___% of 250)	3+ (___% of 390)
Alabama	3,988	1.36353%	16	7	8
Arizona	5,852	2.00085%	19	9	11
Arkansas	1,605	0.54876%	11	5	5
California	7,699	2.63235%	23	11	13
Colorado	9,436	3.22625%	26	12	16
Connecticut	3,008	1.02846%	14	7	7
Delaware	533	0.18224%	9	4	4
Florida	15,000	5.12863%	37	17	23
Georgia	21,086	7.20948%	48	22	31
Germany	554	0.18942%	9	4	4
Hawaii	724	0.24754%	9	5	4
Idaho	508	0.17369%	9	4	4
Illinois	5,409	1.84938%	18	9	10
Indiana	4,541	1.55261%	17	8	9
Iowa	797	0.27250%	10	5	4
Kansas	1,405	0.48038%	11	5	5
Kentucky	2,837	0.96999%	13	6	7
Louisiana	1,560	0.53338%	11	5	5
Maine	50	0.01710%	8	4	3
Maryland	1,809	0.61851%	11	6	5
Massachusetts	12,125	4.14564%	31	14	19
Michigan	9,776	3.34250%	27	12	16
Minnesota	6,023	2.05931%	20	9	11
Mississippi	1,301	0.44482%	10	5	5
Missouri	7,708	2.63543%	23	11	13
Montana	1,066	0.36447%	10	5	4
Nebraska	1,562	0.53406%	11	5	5
Nevada	2,035	0.69578%	12	6	6
New Hampshire	1,015	0.34704%	10	5	4
New Jersey	13,001	4.44515%	33	15	20
New Mexico	3,031	1.03632%	14	7	7
New York	9,225	3.15410%	26	12	15
North Carolina	11,268	3.85262%	30	14	18
North Dakota	1,084	0.37063%	10	5	4
Ohio	7,000	2.39336%	21	10	12
Oklahoma	1,513	0.51731%	11	5	5
Ontario	18,050	6.17145%	43	19	27
Oregon	2,014	0.68860%	12	6	6
Pennsylvania	7,841	2.68090%	23	11	13
Puerto Rico	3,321	1.13548%	14	7	7
Rhode Island	868	0.29678%	10	5	4
South Carolina	3,004	1.02709%	14	7	7
South Dakota	197	0.06736%	8	4	3
Tennessee	8,191	2.80057%	24	11	14
Texas	25,783	8.81542%	57	26	37
Utah	3,500	1.19668%	15	7	8
Vermont	11	0.00376%	8	4	3
Virginia	14,831	5.07084%	36	17	23
Washington	16,780	5.73722%	40	18	25
West Virginia	438	0.14976%	9	4	4
Wisconsin	10,165	3.47550%	27	13	17
Wyoming	348	0.11898%	9	4	3
<b>TOTALS</b>	<b>292,476</b>	<b>1.00000</b>	<b>976</b>	<b>458</b>	<b>546</b>

# DECA SCHOOL-BASED ENTERPRISES

ICDC 2026









# SBE ACADEMY + COMPETITION

Gold certified and gold re-certified School-based Enterprises (SBE) are eligible to bring one to two student manager(s) to the SBE Academy at the International Career Development Conference (ICDC) with approval from their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBEs and compete in front of judges with a prepared oral presentation based on one of the 10 instructional areas covered in the chapter certification project.

The academy and competition presentation will consist of two tracks: food operations (SBEF) and retail operations (SBER). The presentation must be entered in the category in which the written chapter certification project received certification - food operations or retail operations. Information about the academy and competition presentation topic is available at [www.deca.org/sbe](http://www.deca.org/sbe).

## DECA SBE PROGRAMS SUPPORT 21<sup>ST</sup> CENTURY SKILLS AND EMPLOYABILITY SKILL DEVELOPMENT

Experience working within a DECA SBE provides students the opportunity to learn skills that aren't necessarily taught in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21<sup>st</sup> Century Skills and preparing for future careers.

	Critical Thinking + Problem Solving	Collaboration + Teamwork	Communication	Creativity + Innovation
<b>SBE ACADEMY</b> RETAIL SPONSORED BY  FOOD SPONSORED BY 	Identify and ask significant questions that clarify various points of view and lead to better solutions.	Demonstrate ability to work effectively and respectfully with diverse teams.	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.	Develop, implement and communicate new ideas to others effectively.
<b>SBE COMPETITION</b> RETAIL SPONSORED BY  FOOD SPONSORED BY 	Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.	Demonstrate originality and inventiveness in work and understand the real-world limits of adopting new ideas.

# DECA EXECUTIVE OFFICER CAMPAIGNS

ICDC 2026





# EXECUTIVE OFFICER CAMPAIGNS + ELECTIONS

Each association is expected to participate in the election of the executive officers for the upcoming year. The estimated number of voting delegates allocated to your association is provided below. Voting delegates should attend both the campaign session and election session. Each association not running a candidate may submit the name of a student member to serve on the nominating committee, however, space on this committee is limited. The form will be sent in March.

Executive officer candidates should download and review all materials at [www.deca.org/officers](http://www.deca.org/officers). Applications must be received at DECA Inc. on or before **March 2, 2026**. The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.

## VOTING DELEGATES

These are **estimated** voting delegate allocations based on 2025-2026 membership as of January 6, 2026. According to the High School Division Bylaws, the apportionment will be made based on membership sixty (60) days prior to the annual meeting. DECA Inc. staff will send the official voting delegate allocation on **March 2, 2026**.

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Alabama	5
Arizona	8
Arkansas	4
California	9
Colorado	11
Connecticut	5
Delaware	3
Florida	19
Georgia	23
Germany	3
Hawaii	3
Idaho	2
Illinois	8
Indiana	6
Iowa	3
Kansas	3
Kentucky	5
Louisiana	3

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Maine	2
Maryland	4
Massachusetts	15
Michigan	12
Minnesota	8
Mississippi	3
Missouri	8
Montana	3
Nebraska	3
Nevada	4
New Hampshire	3
New Jersey	16
New Mexico	5
New York	13
North Carolina	14
North Dakota	3
Ohio	10
Oklahoma	4

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Ontario	19
Oregon	4
Pennsylvania	10
Puerto Rico	5
Rhode Island	3
South Carolina	5
South Dakota	2
Tennessee	11
Texas	29
Utah	5
Virginia	19
Washington	19
West Virginia	2
Wisconsin	11
Wyoming	2

# DECA ADVISOR PROGRAM

ICDC 2026





# ADVISOR PROFESSIONAL LEARNING

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“This Is How We Do DECA” is professional learning for DECA advisors by DECA advisors. It’s designed to provide effective practices for using DECA to integrate into classroom instruction, apply learning, connect to business and promote competition. Drop by for just one session, or put together your own two-day schedule. You drive the professional learning you’ll receive.

Advisor Professional Learning Sessions are held on Sunday, April 26, and Monday, April 27, at the Georgia World Congress Center.

## Past topics have included:

- This Is DECA
- This Is How DECA’s Competitive Events Connect to Curriculum
- This Is How We Develop A Chapter Strategy
- This Is How We Use DECA in the Learning Process
- This Is How We Facilitate Project Management
- This Is How We Connect to Business
- This Is How We Prepare Students for DECA Exams
- This Is How We Integrate DECA’s Prepared Events
- This Is How We Empower Chapter Leadership Teams
- This Is How We Prepare Students for Role Plays
- This Is How We Develop and Enhance a School-Based Enterprise
- This Is How We Create a Chapter Brand
- Competitive Events Update

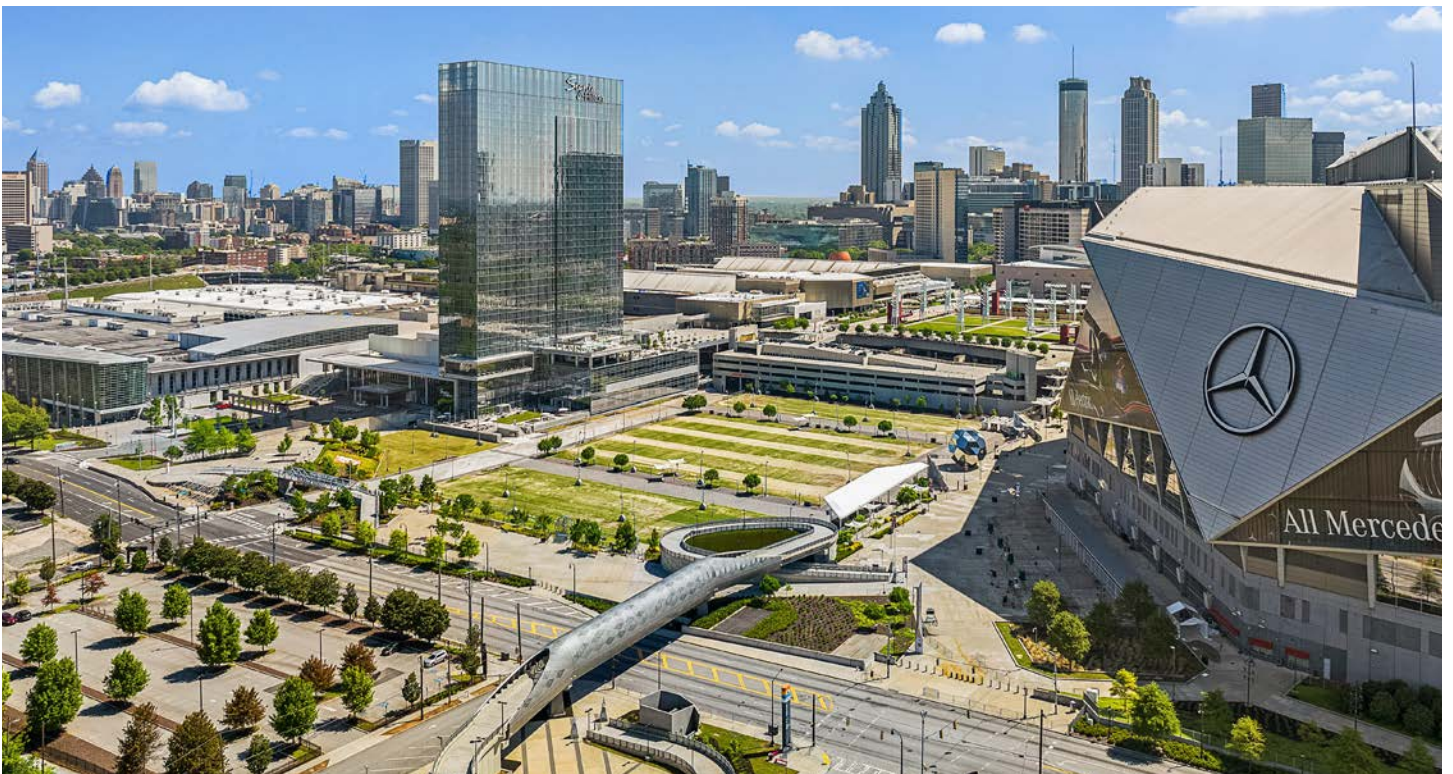
*A complete listing of sessions will be included in the conference program and mobile app.*

SPONSORED BY



# DECA REGISTRATION + HOUSING

ICDC 2026



## CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC

# REGISTRATION INFORMATION

Registration for DECA’s International Career Development Conference is submitted to DECA Inc. by California DECA who receives and verifies the information from chapter advisors. All delegates, advisors and chaperones attending the conference are required to register for the conference and ALL delegates must meet ALL eligibility requirements set by DECA Inc., including membership.

### REGISTRATION FEES

Conference fees are based on registration, materials, and hotel room occupancy (single, double, triple, and quad). The fees DO NOT include any of the following: transportation to/from or during the conference, tour tickets, park tickets, meals, etc. Balance of ICDC payment is subject to the final invoice from California DECA.

**IMPORTANT:** Due to the limited number of multiple housing rooms in the hotels, double/doubles will be used first as a Quad/Triple room (e.g. four/three guests in one room), then as a Double room (e.g. two guests in a room). A Double room may be assigned to a king or queen room. A rollaway may be available depending upon the property, but is not guaranteed.

As is always the case, hotel rooms are limited at ICDC. All chapters must fill all available quads (e.g. placing four students in a room). California DECA will assist in filling quads across chapters if you don’t have enough students to fill a room. If a chapter desires to put less than four students in a room, we may not be able to accommodate this request because of the limited rooms available and we will not assist in pairing up students for rooms of fewer than four students. Please plan ahead for this potential outcome.

ICDC Costs (Per Participant)	Quad	Triple	Double	Single
Spirit Package (T-shirt, Trading Pins, Spirit Item, Lanyards)	\$45.00	\$45.00	\$45.00	\$45.00
Conference Registration Package	\$220.00	\$220.00	\$220.00	\$220.00
Hotel	\$350.00	\$460.00	\$670.00	\$1,310.00
<b>SUBTOTAL</b>	<b>\$615.00</b>	<b>\$725.00</b>	<b>\$935.00</b>	<b>\$1,575.00</b>

The Registration Fee does not include any meals. All attendees are on their own for all meals during the conference.

The above registration fees apply to all attendees (student members, advisors, chaperones, alumni, family members including spouses and children).

All student members must be DECA Inc. members on an official roster (registered **and paid** in the membership system no later than February 15<sup>th</sup>) and meet the attendance criteria in the official registration guide for ICDC. Submitted, but unpaid, students will not show up in the ICDC conference registration system until paid.

All deposits and remaining balances must be paid with a school issued check. Individual checks from participants will not be accepted.

### PAYMENT

All checks should be mailed to: California DECA / PO Box 1440 / Owasso, OK 74055

### REFUND POLICY

- All Registration Fees are **NON-REFUNDABLE**.
- There is a \$20 Change Fee (per change) for any changes made after March 4, 2026.
- Any chapter who cancels students after March 12, 2026 will still be responsible for the full registration rate outlined in the Registration Fees section of this document.

# CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC

## REGISTRATION DEADLINES & LINKS

- March 4, 2026 Intent to Compete (Form A) & Emerging Leader Series Application (Form B)  
*Due to California DECA by 5:00 p.m.*
- Form A Link: [californiadeca.org/form-a](http://californiadeca.org/form-a)
  - Form B Link: [californiadeca.org/form-b](http://californiadeca.org/form-b)
- IMPORTANT: No Drops after March 4, 2026**
- March 12, 2026 ICDC Registration Payments (in full) must be postmarked by this date
- Completion of the Online ICDC Registration Forms (both forms below must be completed)  
*Due to California DECA by 5:00 p.m.*
- CA DECA Registration and Housing Form Link: [californiadeca.org/icdc-registration](http://californiadeca.org/icdc-registration)
  - DECA, Inc. Registration Form Link: [membership.decaregistration.com/deca](http://membership.decaregistration.com/deca)
    - Instructions for completing the DECA, Inc. form are included in the “Online Procedure” section below.
- The following form is also due to the Chapter Advisor and must be retained by the Chapter Advisor and brought to ICDC. Advisors will acknowledge their possession of these forms for each attendee when they complete the Chapter ICDC Registration Form at the link above.
- 2026 Form C - Student Permission
- March 25, 2026 Portal opens for chapters to upload qualifying written entry submissions
- April 8, 2026 Deadline for chapters to upload qualifying written entry submissions

**-All deadlines and fees will be strictly enforced-**

## ONLINE PROCEDURE

Follow the instructions below to register your chapter with California DECA. Registration will take place in DECA’s Online Membership System (<http://www.deca.org/register>)

- Once logged into the membership portal click on the **Conferences Tab**
- Click on **2026 ICDC – Chapter Registration**
- Select **Register Advisors**
  - Use the check box beside the Advisor name to select the advisors attending or you can use the Select All button. Click continue
  - Verify the information that has been pre-filled. Please enter any missing information that is in a **RED** box. Click ICDC Registration under Registration Rates...click next
    - Note: The registration fee shows \$0.00 because this is simply for gathering the data, registration rates are invoiced to the chapter by the chartered association.
  - Click Next
  - Verify the information on the screen and click finish. You will need to do this for each advisor registering for ICDC
- Select **Register Students**

## **CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC**

- Use the check box beside the student name to select the students or you can use the Select All button. Click continue
- The Name Verification Box will appear, please read that information...click ok
- Please verify the information that is pre-filled from the student record. Home Phone, Cell Phone, and Email are **not** required... click next
  - Note: The registration fee shows \$0.00 because this is simply for gathering the data, registration rates are invoiced to the chapter by the chartered association.
- You must choose a competitive event or academy for the student. You will put a select the box to the right of the competitive event or academy that the student will be registered in. (Note: the events can be sorted by name or category by clicking on the column header.)
  - If the student is in a team event:
    - a team number must be selected in the drop-down box
    - One team member must be designated as the team captain by clicking the Check Box
  - If the student is not in a competitor, then you must select Delegate
    - If the student is doing only the EMPOWER academy, then you must select Delegate for the student
- Click Next
- If the student is a Chartered Association Officer and would like to be registered for EMPOWER, you will select this by clicking the down arrow and click the select box...click next
- Verify the information and click the Next Student Button and continue for all your students
- **Select Register Guests**
  - This will be used to register your attending Chaperones, Spouse/Family Members, and Judges
    - You must fill in all required fields (outlined in red)
  - Click Registration under the Registration Rates...click next [Note: The registration fee shows \$0.00 because this is simply for gathering the data, registration rates are invoiced to the chapter by the chartered association.]
  - Verify the information on the screen then click Save and Finish or Save and Add Another Guest
- Click the **Select All** button or only the box beside the name of the person you want to register.
- Click **Accept Disclaimers**
  - Check or uncheck box 1 – email rules and regulations
  - You must check the “Read and Agree” check box...click confirm
- Click **Submit Registration**
- Click **Confirm**
- Click the **Export Registration** button to export a copy of your registration. E-mail the file to your chartered association advisor.

**All invoicing will be done by California DECA.**

**All substitutions and cancellations must be made through California DECA.**

**DO NOT update the membership system after your initial registration as these changes will not be received. You must contact California DECA directly to make changes.**

## CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC

# HOUSING INFORMATION

Housing reservations for DECA's International Career Development Conference are submitted to the assigned hotel by California DECA who receives and verifies the information from chapter advisors.

All attendees must stay in the official DECA hotel(s) assigned to California DECA in order to participate in DECA's International Career Development Conference. All attendees must be a registered guest each night of the conference in his or her assigned and approved hotel for the duration of the conference.

Due to the limited number of multiple housing rooms in the hotels, double/doubles will be used first as a Quad/Triple room (e.g. four/three guests in one room), then as a Double room (e.g. two guests in a room). A Double room may be assigned to a king or queen room. A rollaway may be available depending upon the property.

As is always the case, hotel rooms are limited at ICDC. All chapters must fill all available quads (e.g. placing four students in a room). California DECA will assist in filling quads across chapters if you don't have enough students to fill a room. If a chapter desires to put less than four students in a room, we may not be able to accommodate this request because of the limited rooms available and we will not assist in pairing up students for rooms of fewer than four students. Please plan ahead for this potential outcome.

According to the Delegate Conduct Practices and Procedures, any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.

### ASSOCIATION HOTEL

California DECA will be housed across two official conference hotels this year. Lodging assignments have been made by DECA, Inc., and this is not an overflow hotel situation. Because we have a finite number of rooms across both properties and a very tight rooming plan, we will not be able to accommodate special requests from chapters, including requests to choose or change hotel assignments. Chapters will be assigned to a hotel based on overall space and fit, not preference, to ensure that all attendees can be properly accommodated.

Our two hotels this year are:

**Atlanta Marriott Marquis**  
265 Peachtree Center Ave  
Atlanta, GA 30303

**Hilton Atlanta**  
255 Courtland St NE  
Atlanta, GA 30303

### HOUSING PROCEDURE

The MAXIMUM number of students allowed in a room is 4. Reservation requests that assign more than four students to any one room will not be accepted. Please note that some rooms may have one bed and one pullout sofa or a bed and a rollaway depending on the makeup of the room.

All hotel reservations will be submitted to California DECA and California DECA will send one combined rooming list to the hotel. Chapters may not contact the hotel(s) directly.

All chapters must check-in no later than April 24, 2026 and check-out on April 29, 2026. If a chapter chooses to arrive late or leave early, they will still be responsible for paying for the hotel for these dates. Rooms are ONLY available after 4:00pm and check-out time is by 11:00am. Please plan accordingly, as there will be no opportunity to get into rooms early. Chapters requesting hotel accommodations prior to April 24, 2026 or after April 29, 2026 **MUST notify California DECA no later than March 12, 2026** so that California DECA can inquire as to what accommodations can be made, and the chapter invoiced for the extra nights. Note that it is unlikely that rooms will be available for early arrivals/late departures, but we will check. Also note that hotel rates may be higher than the conference rate for extra nights.

## CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC

Note that rooms with two beds can be limited. What this means is that if you are planning to occupy a room with double occupancy, there is a possibility that you will need to share a bed with the person with whom you are rooming. We will try to minimize this as much as possible, but it is a possibility due to the specific rooms available. If this is an untenable situation for you, please be sure to plan for the possibility of a single room at the single rate should we not be able to secure a room with two beds. Please note we don't control the hotel contracting or planning for ICDC. This is all done by National DECA.

# ASSOCIATION INFORMATION

### CHARTERED ASSOCIATION MEETINGS

California DECA's Opening State Meeting will take place at 6:00 p.m. on Saturday, April 25<sup>th</sup> at the Atlanta Marriott Marquis in the Imperial Ballroom. The meeting will last approximately thirty (30) minutes and then we will make our way as a delegation to the Mercedes-Benz Stadium for the ICDC Opening Session which starts at 8:00 p.m.

Chapter Advisors ONLY will pick up conference registration materials on Saturday, April 25<sup>th</sup> between 8:00 a.m. and 9:00 a.m. at the Atlanta Marriott Marquis in room M101.

California's Closing Reception with dinner will take place immediately following the Grand Awards on Tuesday, April 28<sup>th</sup> at approximately 10:00pm at the Atlanta Marriott Marquis in the Imperial Ballroom.

### INTENT TO COMPETE

All students placing in the TOP 10 of their event at the State Career Development Conference must inform California DECA of their intent to compete **ONLINE by 5:00pm on March 4, 2026**, by completing the Intent to Compete Form (Form A). If California DECA is not informed by that date, the student(s) will forfeit their opportunity, and the competitive seat will be offered to the next ranking competitor/team. While only the top five or six places qualify for ICDC (depending on the event), we need to know who from among the TOP 10 in the event would like to go so that we can quickly jump to the next eligible student/s if the top qualifiers do not choose to attend ICDC.

### QUALIFICATION IN MULTIPLE EVENTS

Students may only participate in one event at ICDC (and that includes the Emerging Leader Series). If a student qualifies to compete in more than one event, they must choose which event they will compete in and notify California DECA, using the Intent to Compete Form (Form A), **ONLINE by 5:00pm on March 4, 2026**.

### CHAPTER BALANCES

All chapter ICDC balances must be paid in full, and chapters must have a zero balance with California DECA to be eligible to attend ICDC. Chapters with outstanding balances will not be allowed to attend the conference.

### CHANGES/SUBSTITUTIONS/DROPS

**No drops after March 4, 2026 & no changes/substitutions after March 12, 2026**

All changes/substitutions submitted after **March 4, 2026** require a \$20 change fee (per change) and must be made in writing to [registration@californiadeca.org](mailto:registration@californiadeca.org). No changes will be accepted after March 12, 2026.

Any chapter who cancels students after **March 12, 2026** will still be responsible for the full registration rate outlined in the Registration Fees section of this document. Chapters may find a replacement student, either from their own chapter or by working with another chapter, to take the place of the student who dropped and have until March 12, 2026 to do so.

## **CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC**

### **CONFERENCE ELIGIBILITY**

California DECA is allotted six (6) competitive event spots for Series Events and five (5) competitive event spots for Prepared Events:

- Principles of Business Administration Events – 6 per event
- Team Decision Making Events – 6 teams per event
- Individual Series Events – 6 per event
- Personal Financial Literacy – 6 per event
- Business Operations Research Events – 5 teams per event
- Project Management Events – 5 teams per event
- Entrepreneurship Events – 5 teams/individuals (depending on the event) per event
- Integrated Marketing Campaign – 5 teams per event
- Professional Selling Events – 5 per event

The top-ranking individuals and teams from the State Career Development Conference will have first choice in competing at ICDC. If those individuals or teams choose not to participate, the competitive seat will be offered to the next ranking competitor/team.

### **TRAVEL POLICY**

All chapters must arrive and check-in at the hotel no later than April 24, 2026 and check-out on April 29, 2026.

Each chapter is responsible for coordinating their own travel (including costs) to/from ICDC including from the airport to the hotel and back again on the return and is responsible for all associated costs.

### **STATE CONFERENCE SPONSORED EVENTS**

Some of the competitive events at the State Conference were sponsored and provide travel awards to assist students in attending ICDC (for the 1st, 2nd, and 3rd place positions in each sponsored event as announced during the Grand Awards Session at State). Please note that these are travel awards intended to reduce the cost of attending ICDC. The awards are not issued directly to students. These awards also stay with the event and place. So, if a student places first in a sponsored event and chooses not to attend ICDC in that event the travel award stays with the event and the individual/team that bumps into first place in that event receives the award.

### **DRESS CODE**

The ICDC dress code is outlined in this packet. Please make certain that all conference attendees are made aware of the requirements. The dress code is also published in the DECA Guide and will be published in the ICDC program.

### **T - SHIRTS**

California DECA is providing each attendee with a signature California DECA t-shirt to wear while at ICDC. This is included in the conference registration fee. Advisors should be prepared to provide shirt sizes when registering.

### **STUDENT SUPERVISION AND COMPETITIVE EVENT ADULT ASSISTANTS**

All adults who assist with the supervision of students must understand that their responsibilities include attending sessions and recreational activities; checking rooms periodically during the day and all rooms at curfew; walking the halls for a period after curfew; and that they are subject to the Advisor Code of Conduct. California works together to ensure appropriate delegate conduct and all adults are expected to supervise the behavior of all California delegates.

DECA Inc. and California DECA will assign adults to help provide the supervision during the specified events such as socials, late night hall duty, and to assist in the operation of competitive events. Every advisor and chaperone associated with California DECA will be assigned extra duty ICDC responsibilities. Specific assignments will be made prior to departing for the conference.

## **CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC**

### **CALIFORNIA DECA STUDENT CONDUCT POLICIES**

In addition to the items outlined in the DELEGATE CONDUCT PRACTICES AND PROCEDURES later in this packet, California DECA maintains the following conduct practices and procedures:

- Sexual conduct, material, and/or behavior are prohibited.
- The Dress Code will be followed at all times.
- Curfew regulations shall be interpreted to mean:
  - All student delegates will be in their assigned rooms at the time stated in the agenda until 6:00am the following morning.
  - The noise level will be inaudible to anyone passing in the hall.
  - Room-to-room telephone calls will cease at curfew.
- No delivery of food items to rooms after curfew.
- Participants in the presence, and/or having direct knowledge (not hearsay or rumor) of conduct violations must immediately separate themselves from the situation and report the violation to their advisor. Failure to do so will be viewed as the equivalent to participating in the transgression.
- Minimum penalties for violations of this conduct code may be imposed at the discretion of the advisor, state management team, and/or the Board of Trustees. Additional penalties may also be imposed at the discretion of the chapter advisor and/or school officials according to individual school district policies and guidelines.
- Participants with any concern about event procedures and/or judging of events MUST follow National DECA's Grievance Procedure. Judges will not be personally confronted at any time.
- Participants must abide by all rules and regulations of DECA, appropriate school district policies, and applicable laws and ordinances from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
- Student use of tobacco products will not be permitted from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
- Students of the opposite sex shall not be permitted to be in the same room unless the door is fully open so that someone in the hall may have a clear view into the room or the advisor is present.

### **CALIFORNIA DECA ADVISOR CODE OF CONDUCT**

Advisors play an important and critical role in ensuring that all conferences are a success. California DECA needs the help and assistance of all advisors in order to deliver each conference and provide the best possible experience for our students. To ensure that all advisors play an active role in the success of our conference we ask that the following expectations be met:

1. Please walk your student through the conference dress code prior to each conference and let students know that they will be required to adhere to all provisions of the dress code. We ask that advisors be models of this conduct and also follow the dress code for each conference.
2. Advisors may not drink alcohol at any time during a DECA conference if it is a conference where students are participants; including at meals, in the evenings, or during pre and post conference times.
3. Ensure that students are quiet and respectful at the hotel in the evening hours leading up to and after curfew. Check rooms at curfew to be sure all students are where they need to be. Stay up at least 30 minutes past curfew to be sure all is quiet in each of your rooms.
4. California DECA will assign advisors and chaperones to help provide the supervision during the specified events such as dances, socials, and late-night hall duty, and to assist in the operation of competitive events and other conference functions. Every advisor and chaperone will be needed to ensure the success of the conference.
5. Be on time for all assignments and even a few minutes early to ensure that you can begin right away. Stay through to the completion of your assignment and offer assistance to other advisors who may need it.
6. At times conduct and other issues will arise with students at conferences. Handle all infractions of the rules with calmly and assertively. Be sure to follow your school, district, or ROP policies for handling such situations and consult the conference code of conduct that each student signed. If an issue happens to arise with a student not from your school, immediately seek their advisor and allow them to handle the issue.

## **CALIFORNIA DECA SPECIFIC INFORMATION FOR ICDC**

7. Handle disputes and disagreements with students, advisors, chaperones and DECA staff in a calm and professional manner. It is never appropriate or acceptable to yell at or otherwise demean anyone at a conference, whether student or adult.
8. Advisors are responsible for knowing the whereabouts of all of their students at all times. Each advisor must have with them at all activities and conferences: each participant's signed Participant Code of Conduct/Permission Form and a list of each student's names, parent's/guardian's names, and emergency contact phone numbers.
9. Never confront judges regarding competitive event results or processes. If you see something that you feel should not have happened or has unfairly impacted a competitor, you must follow the official California DECA grievance process.
10. Ensure that your students are punctual and respectful for all general sessions. Advisors and students are required to attend all general sessions and stay until the end of the session. Be sure your students act appropriately during the sessions. No booing, no excessive celebrations, nothing disrespectful. Ensure that you and your students follow the dress code and have the proper attire for the session.
11. Meet conference registration deadlines and follow all appropriate conference procedures (both during the registration process and onsite at the event).
12. Advisors are responsible to be available to their students and other advisors 24-hours per day. This responsibility begins from the time parents/guardians leave students with the advisor until the time they pick them up.
13. Carefully review the conference program, announcements, and updates. Be informed of times and locations as well as requirements of the conference and ensure that your students are briefed and knowledgeable of their responsibilities at the conference.
14. Attend all Advisor Meetings at conferences and be on time.
15. Ensure that conference balances are paid in full and by the stated deadline for the respective event.
16. Ensure that your chapter complies with the official California DECA ratios of adults to students for each conference. The adults must be in attendance throughout the conference at stay at the conference hotel with the chapter.
17. Generally, be helpful and assist other advisors and DECA staff at conferences.
18. Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.

This list is non-exclusive, and advisors are expected to be role models exemplifying adult behavior at all times. If an advisor fails to abide by these guidelines, intervention from the Board of Directors may occur.

# **ADDITIONAL INFORMATION**

## **INSURANCE**

Philadelphia Indemnity Insurance Company will provide special insurance for each chartered association's delegates and advisors registered for the DECA International Career Development Conference. The delegates must be listed on the registration form. The policy has the following broad features:

- \$25,000 principal sum for accidental death or dismemberment
- \$5,000 maximum medical/dental expense benefit per accident

For more information, please review the policy at [deca.org/icdc](http://deca.org/icdc).

## **TRANSPORTATION**

Guests at the following hotels will have limited transportation provided and should also plan to walk during peak times (as these hotels are also considered within walking distance): Atlanta Marriott Marquis, Hilton Atlanta, Hotel Indigo Atlanta Downtown, Hyatt Regency Atlanta, Courtland Grand Hotel, The Candler Hotel and The Ritz-Carlton Atlanta.

# ADDITIONAL INFORMATION

## CONFERENCE TRANSPORTATION

The DECA ICDC will use the Georgia World Congress Center for all conference activities. Transportation will be provided from outlying hotel properties. Guests in the following hotels will be considered within walking distance: AC Hotel Atlanta Downtown, Embassy Suites Centennial Olympic Park, Hilton Garden Inn Atlanta Downtown, Omni Atlanta Hotel and Centennial Park, Reverb by Hard Rock Atlanta, Signia by Hilton Atlanta, The American Hotel Downtown Atlanta and The Westin Peachtree Plaza.

Guests at the following hotels will have limited transportation provided and should also plan to walk during peak times (as these hotels are also considered within walking distance): Atlanta Marriott Marquis, Hilton Atlanta, Hotel Indigo Atlanta Downtown, Hyatt Regency Atlanta, Courtland Grand Hotel, The Candler Hotel and The Ritz-Carlton Atlanta.

## STUDENTS WITH ACCOMMODATION REQUESTS

We want to make every opportunity available for our members who require accommodations to participate in ICDC. An online form is at [deca.org/icdcaccommodationrequests](https://deca.org/icdcaccommodationrequests) to request accommodations for attendees who require them. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the form by **March 27** in order to arrange appropriate accommodation requests.

## INTERNATIONAL BACCALAUREATE EXAMS

DECA is working with the International Baccalaureate Organization to arrange IB examinations on April 27, 28 and 29 at the DECA International Career Development Conference in Atlanta. Once members have qualified for ICDC, interested finalists needing to take the IB examination in Atlanta must have their school IB Coordinator fill out a request form (available Spring 2026). Please note that there is a fee per student (approximately \$52 USD) associated with this process. Schools will be invoiced by IBO. DECA will work to accommodate competition appointments to the best of its ability given the nature of volunteer judges' schedules.

## SCHOLARSHIPS

DECA's scholarship program provides over \$200,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are mostly merit based. Scholarships will be awarded during the Grand Awards Session. Pictures of the student recipients and company representatives will be taken immediately following the on-stage presentation.

## LEADERSHIP RECOGNITION

The Leadership Recognition Reception is an annual invitation only event to recognize invited chartered association advisors and chapter advisors for their outstanding leadership and extraordinary work.

## DECA PROFESSIONAL DIVISION AWARDS

The DECA Professional Division Awards recognize individuals for outstanding and significant contributions toward the development and progress of DECA Inc. on the local to international level. The Honorary Life Membership Award and Outstanding Service Award are presented at ICDC.

## FUTURE DATES

### INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 17-20, 2027 | Anaheim, California

April 22-25, 2028 | Orlando, Florida

April 21-24, 2029 | San Francisco, California

April 27-30, 2030 | Anaheim, California

April 26-29, 2031 | Orlando, Florida

# DECA GUIDELINES + CONDUCT

ICDC 2026





# DECA

## ATTENDANCE CRITERIA

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The DECA Inc. Board of Directors has specified that there must be **a minimum of one adult advisor for every eight high school division student delegates**. An adult advisor may be any adult named by the DECA chartered association advisor to serve the chartered association in this capacity. The adult advisor must register for the conference, pay the registration fee and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher educators are eligible.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the DECA chartered association advisor.
- Have the approval of the DECA chapter advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a chartered association participant in one of the international competitive activities. Competitors must be on a submitted roster by February 15.
- Be a DECA Inc. scholarship award recipient.
- Be a chartered association, area or regional officer.
- Be a voting delegate representing his/her chartered association for his/her division.
- Be a delegate to one of the following:
  - Aspire
  - Elevate
  - Empower
  - Ignite
  - School-based Enterprise Academy (SBE)
  - Thrive
- Be a chartered association delegate by receiving special permission from the DECA chartered association advisor (limited to 1% of the chartered association's DECA Inc. membership in the high school division).

Allocation for competitors and chartered association representatives are based on each chartered association's membership in the high school division on June 30 of the previous calendar year. Please refer to the allocation schedules included for details.



# DELEGATE CONDUCT PRACTICES + PROCEDURES

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The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the **Attendance Permission Form** and return to the **DECA chartered association advisor** as partial completion of attendance requirements.

- The term “delegate” shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from written, verbal, physical or electronic activities that may lead to harassment, hazing, bullying or damaging property.
- The use of any harassment against anyone on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation or disability is prohibited.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products and electronic cigarettes by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and chartered association advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in their assigned room.
- Chartered associations will be responsible for delegates’ conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.

## NON-DISCRIMINATION POLICY

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.



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## PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. The purpose of the committee will be to act upon all violations of the **Delegate Conduct Practices and Procedures** within the division. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the **Delegate Conduct Practices and Procedures and ICDC Dress Code** may be found in this section. **The dress code applies to all participants while in the convention center and convention facilities.** The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Chartered association advisors may wish to bring these forms with them to the conference for possible reference. PLEASE DO NOT MAIL THE FORMS TO DECA INC.

The chartered association advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the **Conference Conduct Practices and Procedures**.

## CODE OF ETHICS FOR ADULT ADVISORS

DECA offers training to those students who have a career objective in the field of marketing, finance, hospitality, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's International Career Development Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a **Code of Ethics** is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each chartered association shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Delegate Conduct Practices and Procedures and the Dress Code** are called to your attention for review and should govern the behavior of advisors as well as students.

# DECA

## DRESS CODE

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Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's Board of Directors has developed official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

**AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION OR AN AWARD ON STAGE.**

### WHEN APPEARING BEFORE JUDGES AND ON-STAGE

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or dress blouse
- Dress shoes

### DECA GENERAL SESSIONS, MEAL FUNCTIONS, EVENT BRIEFING, MANUAL REGISTRATION AND TESTING

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- Blazer optional
- Dress shoes
- Necktie/scarf (optional)

### DECA BUSINESS CASUAL

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

### UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

*When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.*

*Any medical exceptions to this code must be documented by the chapter advisor in the conference headquarters prior to the beginning of the conference.*