

 DECA
**INTERNATIONAL
CAREER
DEVELOPMENT
CONFERENCE**
ASSOCIATION REGISTRATION GUIDE

APRIL 26-29, 2025 | ORLANDO





DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 23,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA 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 21st 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 DECA members' mastery of these concepts.

In addition, thousands of members participate in DECA's Emerging Leader Series, which helps them attain 21st 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
- 21st Century Skills
- Common Core State Standards
- Project-based Learning
- Personal Financial Literacy

CONFERENCE FACTS



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 who 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.



ORANGE COUNTY CONVENTION CENTER

9800 International Dr.
Orlando, FL 32819
407-685-9800



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DECA CONFERENCE OVERVIEW

ICDC 2025





KEY DATES

FEB
15

ICDC competitors' final membership eligibility

MAR
19

Deadline for chartered associations to submit conference registration to DECA Inc. and housing to assigned hotel and DECA Inc.

MAR
27

Deadline for chapters to submit accommodation requests to DECA Inc.

MAR
27

Portal opens for chapters to upload qualifying written 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**
 Integrated Marketing Campaign-Event **IMCE**
 Integrated Marketing Campaign-Product **IMCP**
 Integrated Marketing Campaign-Service **IMCS**
 International Business Plan **IBP**
 Sales Project **PMSP**
 Sports and Entertainment Marketing Operations Research **SEOR**
 Start-Up Business Plan **ESB**
 Stock Market Game **SMG**

APR
8

Deadline for chapters to upload qualifying written entry submissions

APR
8

Deadline for chartered associations to submit any changes to competitive events registration

APR
25

Deadline for chartered association advisors to request refunds from DECA Inc. Requests must be submitted by 6:00 p.m. ET.

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 19.
- 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 25

8:00 AM – 9:00 PM	Headquarters + Attraction Ticket Booth	W206
8:00 AM – 9:00 PM	Shop DECA + Blazer Shop	WB Lobby Reg Concourse
5:00 PM – 6:00 PM	Chartered Association Advisor Check-in <i>Chapter advisors register with their chartered association advisor at their assigned hotel</i>	W309
6:30 PM	Chartered Association Advisor Dinner <i>by invitation only</i> <i>Sponsored by Otis Spunkmeyer</i>	W309

SATURDAY, APRIL 26

7:00 AM – 9:30 PM	Headquarters + Attraction Ticket Booth	W206
7:00 AM – 9:30 PM	Shop DECA + Blazer Shop	WB Lobby Reg Concourse
8:00 AM – 5:00 PM	DECA Day in the Parks <i>Advance ticket purchase required</i>	
9:00 AM	Event Directors' Briefing	W208AB
10:00 AM	Executive Officer Candidate Orientation + Interviews	W310A
1:00 PM – 5:00 PM	Exhibit Booth Set-up	WB2
5:00 PM	Parade of Chartered Associations Rehearsal	WA1-4
7:00 PM	National Advisory Board + Executive Mentor Reception <i>by invitation only</i>	W309
8:30 PM	Grand Opening Session	WA1-4
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

SUNDAY, APRIL 27

7:00 AM – 5:00 PM	Headquarters + Attraction Ticket Booth	W206
7:00 AM – 5:00 PM	Shop DECA + Blazer Shop	WB Lobby Reg Concourse
7:30 AM	Judge Check-in	WB4 Foyer
8:00 AM	MDA Fundraising Recognition Breakfast <i>Sponsored by the Muscular Dystrophy Association by invitation only</i>	W309
8:00 AM – 11:30 AM	School-based Enterprise Academy Retail Operations <i>Sponsored by Otis Spunkmeyer</i>	OCCC
8:00 AM – 3:30 PM	Emerging Leader Series	OCCC
8:00 AM – 4:00 PM	College + Career Exhibits <i>Advisors only from 8:00 AM - 9:00 AM</i>	WB2
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>	WC + Valencia Ballroom
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>	WB4
9:00 AM	Virtual Business Challenge Participants' Briefing	W203 + W204
9:00 AM – 4:00 PM	Advisor Professional Learning Series	W312
9:30 AM	Executive Mentor Program	W311E
10:00 AM – 4:00 PM	Virtual Business Challenge Competition	WB2
12:30 PM – 4:00 PM	School-based Enterprise Academy Food Operations <i>Sponsored by Otis Spunkmeyer</i>	OCCC
4:00 PM	Voting Delegates' Briefing + Candidate Campaign Sessions	W311
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

MONDAY, APRIL 28

7:00 AM – 5:00 PM	Shop DECA	WB Lobby Reg Concourse
7:00 AM – 5:00 PM	Headquarters + Attraction Ticket Booth	W206
7:30 AM	Judge Check-In	WB4 Foyer
8:00 AM – 4:00 PM	College + Career Exhibits	WB4
8:00 AM – 3:30 PM	Emerging Leader Series	OCCC
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>	WB1 + WB4
8:00 AM – 6:00 PM	School-based Enterprise Preliminary Competition	WB1
9:00 AM – 3:00 PM	Advisor Professional Learning Series	W312
10:00 AM – 4:00 PM	Virtual Business Challenge Competition	WB4
12:00 PM – 1:30 PM	Chartered Association Officer + Advisor Luncheon <i>Sponsored by the U.S. Army by invitation only</i>	W311
2:00 PM – 3:30 PM	Leadership Recognition Reception <i>by invitation only</i>	W309
2:30 PM – 4:30 PM	Meet the Candidates Session <i>Open to all members</i>	W304
3:30 PM – 4:30 PM	Competitive Events Update <i>Advisors only</i>	W312
5:00 PM – 11:00 PM	DECA Night at Universal Orlando <i>Advance ticket purchase required</i>	Universal Orlando Resort
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

TUESDAY, APRIL 29

7:30 AM – 6:00 PM	Headquarters	W206
8:00 AM	Achievement Awards Session	WA1-4
8:30 AM – 11:30 AM	Judge Check-In	WB4 Foyer
8:30 AM – 6:00 PM	Shop DECA + Finalist T-Shirts + Recognition Items	WB Lobby Reg Concourse
8:30 AM – 6:00 PM	Competitive Event Final Competition	WB4
12:00 PM	Business + Election Session	W304
6:00 PM – 7:00 PM	Scholarship + National Advisory Board Reception <i>Sponsored by National Advisory Board Partners by invitation only</i>	W203
7:30 PM	Grand Awards Session	WA1-4
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

WEDNESDAY, APRIL 30

9:00 AM – 11:00 AM	New Executive Officer Orientation	W310A
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Check deca.org/icdc for updates. Events will be held in the **ORANGE COUNTY CONVENTION CENTER (OCCC)** unless otherwise noted.

DECA COMPETITIVE EVENTS

ICDC 2025





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 **VBCHEM**

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 27	MONDAY APRIL 28	TUESDAY APRIL 29
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 written entry submission through the online competition submission portal.	Preliminary Presentations to Judges		Finalist Presentations to Judges*
Integrated Marketing Campaign Events	Deadline for written entry submission through the online competition submission 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 written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
- All participants and written 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 written entry may not be entered in more than one ICDC competitive event during a given year.
- Once a written 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 38.
- All written entries must include a signed copy of DECA's Written 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.



RECOGNITION AND AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided at ICDC:

CERTIFICATE OF ACHIEVEMENT:

All competitors will receive a digital Certificate of Achievement recognizing the achievement necessary to qualify to participate at the International Career Development Conference.

CERTIFICATE OF EXCELLENCE:

Competitors scoring a combined total score of 70% or better on the competitive event components will earn a digital Certificate of Excellence.

ACHIEVEMENT AWARDS: For each event with an exam, the highest ten individual scores on the exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Integrated Marketing Campaign Event and Professional Selling and Consulting Event, participants with top scores in each section of the presentation component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

GRAND AWARDS: The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.

CASH AWARDS: All competitive event first place honorees will receive a minimum of \$100 per team. Several events provide larger awards based on company sponsorship.

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.

1st Place - \$1,000 per team

2nd Place - \$500 per team

3rd Place - \$250 per team

4th-10th Place - \$100 each per team

ACCOUNTING APPLICATIONS SERIES ACT



APPAREL AND ACCESSORIES MARKETING SERIES AAM

MEN'S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES ASM



BUSINESS GROWTH PLAN EBG



BUSINESS SERVICES MARKETING SERIES BSM



BUSINESS SERVICES OPERATIONS RESEARCH BOR

PIPER | SANDLER

BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR

PIPER | SANDLER

CAREER DEVELOPMENT PROJECT PMCD



COMMUNITY AWARENESS PROJECT PMCA

PIPER | SANDLER

COMMUNITY GIVING PROJECT PMCG



ENTREPRENEURSHIP SERIES ENT



ENTREPRENEURSHIP TEAM DECISION MAKING ETDM



FINANCIAL CONSULTING FCE



FINANCE OPERATIONS RESEARCH FOR

PIPER | SANDLER

FOOD MARKETING SERIES FMS



HOSPITALITY AND TOURISM OPERATIONS RESEARCH HTOR



HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS



HOSPITALITY SERVICES TEAM
DECISION MAKING **HTDM**



HOTEL AND LODGING
MANAGEMENT SERIES **HLM**

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

HUMAN RESOURCES
MANAGEMENT SERIES **HRM**



INDEPENDENT BUSINESS PLAN **EIB**



INNOVATION PLAN **EIP**



INTEGRATED MARKETING
CAMPAIGN—EVENT **IMCE**



INTEGRATED MARKETING
CAMPAIGN—PRODUCT **IMCP**



INTEGRATED MARKETING
CAMPAIGN—SERVICE **IMCS**



For IMCE, IMCP and IMCS, first place teams that demonstrate the use of Adobe Express in their project will earn \$5,000 per team. See page 105 in the DECA Guide.

MARKETING COMMUNICATIONS
SERIES **MCS**



MARKETING MANAGEMENT TEAM
DECISION MAKING **MTDM**



PRINCIPLES OF
ENTREPRENEURSHIP **PEN**



PRINCIPLES OF HOSPITALITY
AND TOURISM **PHT**

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

PRINCIPLES OF MARKETING **PMK**



PROFESSIONAL SELLING **PSE**



QUICK SERVE RESTAURANT
MANAGEMENT SERIES **QSRM**



RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES **RFSM**



RETAIL MERCHANDISING SERIES **RMS**



SALES PROJECT **PMSP**



SPORTS AND ENTERTAINMENT
MARKETING OPERATIONS
RESEARCH **SEOR**



SPORTS AND ENTERTAINMENT
MARKETING SERIES **SEM**



SPORTS AND ENTERTAINMENT
MARKETING TEAM DECISION
MAKING **STDM**



START-UP BUSINESS PLAN **ESB**



TRAVEL AND TOURISM TEAM
DECISION MAKING **TTDM**



VIRTUAL BUSINESS CHALLENGE—
HOTEL MANAGEMENT **VBCHM**

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

AWARDS

- 1st Place \$5,000 per team
- 2nd Place \$2,000 per team
- 3rd Place \$1,000 per team

VIRTUAL BUSINESS CHALLENGES

- ACCOUNTING **VBCAC**
- ENTREPRENEURSHIP **VBCEN**
- FASHION **VBCFA**
- PERSONAL FINANCE **VBCPF**
- RESTAURANT **VBCRS**
- RETAIL **VBCRT**
- SPORTS **VBCSP**



AWARDS

- 1st Place \$1,000 per team
- 2nd Place \$500 per team
- 3rd Place \$250 per team

COMPETITIVE EVENTS ALLOCATIONS

CHARTERED ASSOCIATION	2022-2023 MEMBERSHIP	2023-2024 MEMBERSHIP	Principles of Business Administration 4 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	4,423	4,267	4	3
Arizona	5,004	5,183	5	4
Arkansas	1,696	1,682	3	2
California	5,899	6,562	5	4
Colorado	8,040	8,624	6	5
Connecticut	2,207	2,670	3	3
Delaware	313	312	3	2
Florida	11,470	13,011	9	8
Georgia	16,000	18,119	10	9
Germany	495	547	3	2
Hawaii	440	580	3	2
Idaho	485	502	3	2
Illinois	3,315	4,425	4	3
Indiana	3,267	3,891	4	3
Iowa	512	682	3	2
Kansas	1,241	1,377	3	2
Kentucky	2,091	2,593	3	3
Louisiana	958	1,263	3	2
Maine	50	55	3	2
Maryland	1,013	1,435	3	2
Massachusetts	8,325	10,010	7	6
Michigan	8,339	9,007	7	6
Minnesota	4,292	5,296	5	4
Mississippi	1,101	1,351	3	2
Missouri	7,002	7,050	6	5
Montana	708	886	3	2
Nebraska	1,336	1,390	3	2
Nevada	1,903	1,688	3	2
New Hampshire	615	787	3	2
New Jersey	9,648	11,326	8	7
New Mexico	3,039	3,760	4	3
New York	6,198	7,267	6	5
North Carolina	7,093	10,015	7	6
North Dakota	978	1,087	3	2
Ohio	5,499	6,124	5	4
Oklahoma	1,565	1,669	3	2
Ontario	10,415	15,003	10	9
Oregon	1,555	1,689	3	2
Pennsylvania	5,270	7,017	6	5
Puerto Rico	2,789	2,883	3	3
Rhode Island	567	733	3	2
South Carolina	1,786	2,296	3	3
South Dakota	170	201	3	2
Tennessee	7,001	7,003	6	5
Texas	19,113	23,007	10	9
Utah	2,621	2,904	3	3
Virginia	11,173	12,680	8	7
Washington	13,006	15,028	10	9
West Virginia	476	449	3	2
Wisconsin	9,162	9,585	7	6
Wyoming	209	390	3	2
TOTALS	221,873	257,361	240	194

COMPETITIVE EVENTS ALLOCATION FORMULA

2023-2024 MEMBERSHIP	Principles of Business Administration 4 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 and 21st Century 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			
Overall		177	90			

Comprehensive Exam		Row	VA	Int	low	mid	high
Channel Management		87	85	82			
Communication Skills		100	98	99			
Economics		100	98	99			
Emotional Intelligence		83	38	53			
Financial Analysis		83	71	89			
Information Management		75	62	77			
Marketing Planning		75	67	84			
Market Information Management		53	16	53			
Operations		100	98	99			
Product/Service Management		82	60	76			
Professional Development		100	98	99			
Promotion		92	90	99			
Selling		100	98	99			

Preliminary Case Study		Row	VA	Int	low	mid	high
1. PI #1 - Describe marketing functions and related activities.		✓	95	95			
2. PI #2 - Explain customer needs/business buying behavior.		✓	93	93			
3. PI #3 - Demonstrate connections between company actions and results.		✓	93	93			
4. PI #4 - Explain the nature and scope of purchasing.		✓	90	90			
5. PI #5 - Select vendors.		✓	89	89			
6. PI #6 - Place orders/orders.		✓	89	89			
7. PI #7 - Identify quality-control measures.		✓	95	95			
8. Clarity of expression		✓	99	99			
9. Organization of ideas		✓	78	78			
10. Showed evidence of mature judgment		✓	99	99			
11. Effective participation of both team members		✓	80	80			
12. Overall impression and responses to the judge's questions		✓	99	99			

Final Case Study		Row	VA	Int	low	mid	high
1. PI #1 - Assess information needs.		✓	90	90			
2. PI #2 - Apply information to accomplish a task.		✓	86	86			
3. PI #3 - Obtain needed information efficiently.		✓	73	73			
4. PI #4 - Evaluate quality and source of information.		✓	78	78			
5. PI #5 - Describe the need for marketing information.		✓	97	97			
6. PI #6 - Explain the nature and scope of the marketing information management function.		✓	85	85			
7. PI #7 - Identify information needed for marketing decision making.		✓	97	97			
8. Clarity of expression		✓	97	97			
9. Organization of ideas		✓	50	50			
10. Showed evidence of mature judgment		✓	87	87			
11. Effective participation of both team members		✓	97	97			
12. Overall impression and responses to the judge's questions		✓	89	89			

Key: N=None 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 LEADERS SERIES

ICDC 2025



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 21st 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.

 IGNITE	 ELEVATE	 EMPOWER	 ASPIRE	 THRIVE
ULTIMATE MEMBER 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.	ULTIMATE CHAPTER LEADER 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.	ULTIMATE ASSOCIATION OFFICER 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.	ULTIMATE GRADUATE 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.	ULTIMATE CHAPTER 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.

Participation in DECA's Emerging Leader Series at ICDC is the primary conference activity for members, except for Empower. Empower is limited to chartered association officers, who may also participate in DECA's Competitive Events Program. Register through your chartered association advisor using the name of the academy.



EMERGING LEADERS SERIES ALLOCATIONS

ASSOCIATION	MEMBERSHIP	% OF TOTAL	🔥 IGNITE	🚀 ELEVATE	🏆 ASPIRE
	2023-2024		8+ (___% of 560)	4+ (___% of 250)	3+ (___% of 390)
Alabama	4,267	1.65731%	17	8	9
Arizona	5,183	2.01309%	19	9	11
Arkansas	1,682	0.65329%	12	6	6
California	6,562	2.54870%	22	10	13
Colorado	8,624	3.34958%	27	12	16
Connecticut	2,670	1.03703%	14	7	7
Delaware	312	0.12118%	9	4	3
Florida	13,011	5.05350%	36	17	23
Georgia	18,119	7.03746%	47	22	30
Germany	547	0.21246%	9	5	4
Hawaii	580	0.22527%	9	5	4
Idaho	502	0.19498%	9	4	4
Illinois	4,425	1.71868%	18	8	10
Indiana	3,891	1.51127%	16	8	9
Iowa	682	0.26489%	9	5	4
Kansas	1,377	0.53483%	11	5	5
Kentucky	2,593	1.00713%	14	7	7
Louisiana	1,263	0.49055%	11	5	5
Maine	55	0.02136%	8	4	3
Maryland	1,435	0.55736%	11	5	5
Massachusetts	10,010	3.88791%	30	14	18
Michigan	9,007	3.49834%	28	13	17
Minnesota	5,296	2.05698%	20	9	11
Mississippi	1,351	0.52473%	11	5	5
Missouri	7,050	2.73824%	23	11	14
Montana	886	0.34412%	10	5	4
Nebraska	1,390	0.53988%	11	5	5
Nevada	1,688	0.65562%	12	6	6
New Hampshire	787	0.30567%	10	5	4
New Jersey	11,326	4.39904%	33	15	20
New Mexico	3,760	1.46039%	16	8	9
New York	7,267	2.82252%	24	11	14
North Carolina	10,015	3.88985%	30	14	18
North Dakota	1,087	0.42219%	10	5	5
Ohio	6,124	2.37858%	21	10	12
Oklahoma	1,669	0.64824%	12	6	6
Ontario	15,003	5.82720%	41	19	26
Oregon	1,689	0.65601%	12	6	6
Pennsylvania	7,017	2.72542%	23	11	14
Puerto Rico	2,883	1.11976%	14	7	7
Rhode Island	733	0.28470%	10	5	4
South Carolina	2,296	0.89177%	13	6	6
South Dakota	201	0.07807%	8	4	3
Tennessee	7,003	2.71998%	23	11	14
Texas	23,007	8.93597%	58	26	38
Utah	2,904	1.12792%	14	7	7
Virginia	12,680	4.92494%	36	16	22
Washington	15,028	5.83691%	41	19	26
West Virginia	449	0.17439%	9	4	4
Wisconsin	9,585	3.72284%	29	13	18
Wyoming	390	0.15148%	9	4	4
TOTALS	257,465	1.00000	992	466	552

DECA SCHOOL-BASED ENTERPRISES

ICDC 2025





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.

DECA SBE PROGRAMS SUPPORT 21ST 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 21st Century Skills and preparing for future careers.

	Critical Thinking + Problem Solving	Collaboration + Teamwork	Communication	Creativity + Innovation
SBE ACADEMY	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.
SBE COMPETITION	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 2025





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. Applications must be received at DECA Inc. on or before **March 3, 2025**. 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 2024-2025 membership as of December 10, 2024. 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 3, 2025**.

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Alabama	6
Arizona	8
Arkansas	4
California	10
Colorado	12
Connecticut	5
Delaware	3
Florida	17
Georgia	24
Germany	2
Guam	2
Hawaii	3
Idaho	2
Illinois	8
Indiana	7
Iowa	3
Kansas	3
Kentucky	5

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Louisiana	3
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	12
North Carolina	14
North Dakota	3
Ohio	9

ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)
Oklahoma	3
Ontario	21
Oregon	4
Pennsylvania	10
Puerto Rico	6
Rhode Island	3
South Carolina	5
South Dakota	2
Tennessee	11
Texas	30
Utah	5
Vermont	2
Virginia	18
Washington	20
West Virginia	2
Wisconsin	12
Wyoming	2

DECA ADVISOR PROGRAM

ICDC 2025





ADVISOR PROFESSIONAL LEARNING

“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 27, and Monday, April 28, at the Orange County Convention 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 Written 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.



DECA REGISTRATION + HOUSING

ICDC 2025



ASSOCIATION REGISTRATION

Registration for DECA's International Career Development Conference is submitted to DECA Inc. by the chartered association advisor who receives and verifies the information from chapter advisors.

REGISTRATION FEE

STUDENT, ADVISOR, CHAPERONE REGISTRATION FEE

\$100 per attendee

Early-bird rate for registration received by March 19, 2025 and payment received by April 15.

\$105 per attendee

Registration received after March 19, 2025, and for registrations paid after April 15.

SPOUSE/FAMILY MEMBER REGISTRATION FEE

\$105 per attendee

Associations may charge a different registration amount to cover their administrative costs or additional services. Each chartered association advisor is required to register all student members, adult advisors/chaperones and spouse/family members in the delegation under the conference tab in the online membership system.

PROCEDURE

All delegates, advisors and chaperones attending the conference are required to register for the conference. Conference registration must be received at DECA by **March 19, 2025**.

It is the chartered association advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. Chartered association advisors must approve registration for each participant.

Please direct questions regarding the online registration system for ICDC to membership@deca.org.

CHANGES AND SUBSTITUTIONS:

All changes to the original registration MUST be e-mailed to membership@deca.org. No additions/substitutions for competitors will be accepted after **April 8, 2025**.

PAYMENT

A single check or money order for total registrants should be written payable to DECA Inc. Registration must be completed and payment received by **April 15, 2025**, to qualify for the early-bird reduced registration fee of \$100 per student, advisor, chaperone.

Should the conference registration not be paid in full for the entire delegation by April 15, those registrants with a remaining balance will be charged \$105. After April 15, any attendees whom have not submitted payment or with outstanding balances will be billed the on-site registration fee of \$105 per attendee. Additionally, any billing submitted following the conference will be charged the on-site registration fee.

REFUND POLICY:

No refunds will be granted for adjustment of a chartered association's registration after 6:00 p.m. ET on **April 25, 2025**. Refunds will not be paid during on-site registration; however, conference officials will verify the amount of the refund. Refund checks will be sent within one month after the close of the conference.

CHARTERED ASSOCIATION INFORMATION FORM

Please complete the online chartered association information form to provide your association's point of contact, reports and RSVPs by **March 24, 2025**.

ON-SITE REGISTRATION

Chartered association advisors will register their delegations with DECA Inc. on **April 25, 2025, from 5:00 p.m. - 6:00 p.m. in the Orange County Convention Center, W206**.

Chapter advisors will register with their chartered association advisor at their assigned hotel during the time(s) scheduled by the chartered association advisor.

Name badges are registered attendees' tickets to all meetings, general sessions, transportation and special activities. This policy is for **students and advisors**. They **must** be worn at all times during the conference. Lost badges may be replaced at conference headquarters only by the **advisor**.

REGISTRATION MATERIALS

The bulk registration materials (name badges and holders, ribbons, pins, programs, participant gifts, etc.) will be delivered to the chartered association's assigned hotel. These materials will be available by late-afternoon on **April 24, 2025**. It is the responsibility of the chartered association advisor to get the materials from the hotel storage/loading dock to a designated room, which the chartered association advisor has arranged.

INSURANCE COVERAGE

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.

ADDITIONAL ACRONYMS

Acronyms automatically appear in the online registration system. In addition to competitive events and leadership academies, the following acronyms should be used for these special programs.

- **DEL**: Voting Delegate, Candidate, Campaign Team
- **SCO**: Scholarship

ASSOCIATION HOUSING

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

All attendees must stay in the official DECA property assigned to the chartered association delegation 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 DECA hotel, for a minimum of four nights, beginning with the night of the Grand Opening Session.

Each chartered association will be assigned a hotel for the delegation by DECA Inc. Each chartered association is required to register all student members, adult advisors/chaperones and spouse/family members by completing the housing form provided by the hotel. Email the form to the assigned hotel and conferences@deca.org. Housing forms must be received by the hotel no later than **March 19**.

Due to the limited number of multiple housing rooms in the hotels, two-bedded rooms will be used first as a quad for students, then as a twin for adults. Two adults may be assigned to a one-bedded room. A rollaway may be available depending upon the property.

The hotels have been advised to make no charges without a credit card on the room. Because of the large number of students involved, chartered associations are responsible for all charges incurred by their chartered association delegation.

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

HOTEL ASSIGNMENTS

ASSOCIATION	HOTEL
Alabama	Hilton Orlando Lake Buena Vista
Arizona	Hilton Orlando
Arkansas	Rosen Centre Hotel
California	Hilton Orlando
Colorado	Hilton Orlando
Connecticut	Tru by Hilton Orlando Convention Center
Delaware	Hampton Inn by Hilton Orlando International Drive/Convention Center
Florida	Universal Terra Luna
Georgia	Universal Aventura Hotel + Universal Cabana Bay Beach Resort
Hawaii	Hilton Orlando Buena Vista Palace
Idaho	Universal Cabana Bay Beach Resort
Illinois	Hilton Orlando Lake Buena Vista
Indiana	Universal Aventura Hotel
Iowa	Tru by Hilton Orlando Convention Center
Kansas	Castle Hotel
Kentucky	Drury Plaza Hotel Orlando Disney Springs Area
Louisiana	Universal's Endless Summer Dockside Inn & Suites

ASSOCIATION	HOTEL
Maine	Rosen Plaza Hotel
Maryland	Hilton Orlando Lake Buena Vista
Massachusetts	Rosen Plaza Hotel
Michigan	Rosen Shingle Creek
Minnesota	Universal Endless Summer Dockside Inn & Suites
Mississippi	Universal Stella Nova Resort
Missouri	Rosen Shingle Creek
Montana	Embassy Suites by Hilton Orlando International Drive/ICON Park
Nebraska	Rosen Centre Hotel
Nevada	Rosen Plaza Hotel
New Hampshire	Embassy Suites by Hilton Orlando International Drive/Convention Center
New Jersey	Rosen Shingle Creek
New Mexico	DoubleTree Suites by Hilton Orlando Disney Springs Area
New York	Fairfield Inn & Suites Orlando at SeaWorld + SpringHill Suites Orlando SeaWorld
North Carolina	Universal Stella Nova Resort
North Dakota	Embassy Suites by Hilton Orlando International Drive/Convention Center
Ohio	Renaissance Orlando - Disney Springs (formerly B Resort)

ASSOCIATION	HOTEL
Oklahoma	Hilton Orlando Buena Vista Palace
Ontario	Rosen Centre Hotel
Oregon	Drury Plaza Hotel Orlando Disney Springs Area
Pennsylvania	Hilton Orlando
Puerto Rico	Embassy Suites by Hilton Orlando International Drive/ICON Park
Rhode Island	Hilton Orlando Buena Vista Palace
South Carolina	Courtyard Orlando Lake Buena Vista in the Marriott Village
South Dakota	Hampton Inn by Hilton Orlando International Drive/Convention Center
Tennessee	Universal Cabana Bay Beach Resort
Texas	Universal Endless Summer Dockside Inn & Suites
Utah	Universal Cabana Bay Beach Resort
Virginia	Fairfield Inn & Suites Orlando Lake Buena Vista in the Marriott Village + SpringHill Suites Orlando Lake Buena Vista in the Marriott Village
Washington	Hyatt Regency Orlando + Renaissance Orlando at SeaWorld
West Virginia	Rosen Plaza Hotel
Wisconsin	Hilton Orlando Buena Vista Palace
Wyoming	SpringHill Suites Orlando Lake Buena Vista in the Marriott Village

HOTELS

HOTEL INFORMATION		ROOM RATES			
INTERNATIONAL DRIVE + SEAWORLD AREAS		Single	Double	Triple	Quad
CASTLE HOTEL 8602 Universal Boulevard Orlando, FL 32819 407-354-1511 www.marriott.com/mcoca		\$209	\$209	\$209	\$209
EMBASSY SUITES BY HILTON ORLANDO INTERNATIONAL DRIVE CONVENTION CENTER 8978 International Drive Orlando, FL 32819 407-352-1400 www.hilton.com/en/hotels/mcoores		\$237	\$237	\$237	\$237
EMBASSY SUITES BY HILTON ORLANDO INTERNATIONAL DRIVE/ICON PARK 8250 Jamaican Court Orlando, FL 32819 407-370-3775 www.embassysuitesorlandoidrive.com		\$234	\$234	\$234	\$234
FAIRFIELD INN & SUITES ORLANDO AT SEAWORLD 10815 International Drive Orlando, FL 32821 407-354-1139 www.marriott.com/mcofw		\$169	\$169	\$169	\$169
HAMPTON INN BY HILTON ORLANDO INTERNATIONAL DRIVE/CONVENTION CENTER 8900 Universal Boulevard Orlando, FL 32819 407-354-4447 www.orlandoconventioncenter.hamptoninn.com		\$189	\$189	\$189	\$189
HILTON ORLANDO 6001 Destination Parkway Orlando, FL 32819 407-313-4300 www.thehiltonorlando.com			\$269 ONE-BED ROOM \$285 TWO-BED ROOM		
HYATT REGENCY ORLANDO 9801 International Drive Orlando, FL 32819 407-284-1234 www.hyatt.com/en-US/hotel/florida/mcoro		\$264	\$264	\$274	\$284
RENAISSANCE ORLANDO AT SEAWORLD 6677 Sea Harbor Drive Orlando, FL 32821 407-351-5555 www.marriott.com/mcosr		\$227	\$227	\$227	\$227
ROSEN CENTRE 9840 International Drive Orlando, FL 32819 407-996-9840 www.rosencentre.com		\$249	\$249	\$269	\$269
ROSEN PLAZA 9700 International Drive Orlando, FL 32819 407-996-9700 www.rosenplaza.com		\$239	\$239	\$259	\$259
ROSEN SHINGLE CREEK 9939 Universal Boulevard Orlando, FL 32819 407-996-9939 www.rosenshinglecreek.com		\$259	\$259	\$279	\$279

Hotel rates do not include applicable taxes and fees. Consult your hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION		ROOM RATES			
INTERNATIONAL DRIVE + SEAWORLD AREAS		Single	Double	Triple	Quad
SPRINGHILL SUITES ORLANDO AT SEAWORLD 10801 International Drive Orlando, FL 32821 407-354-1176 www.marriott.com/mcoss		\$179	\$179	\$179	\$179
TRU BY HILTON ORLANDO CONVENTION CENTER 6461 Westwood Boulevard Orlando, FL 32821 407-351-4091 www.hilton.com/en/hotels/orlccru		\$159	\$159	\$159	\$159
MARRIOTT VILLAGE AREA		Single	Double	Triple	Quad
COURTYARD ORLANDO LAKE BUENA VISTA IN THE MARRIOTT VILLAGE 8623 Vineland Avenue Orlando, FL 32821 407-938-9001 www.marriott.com/mcoly		\$169	\$169	\$169	\$169
FAIRFIELD INN & SUITES ORLANDO LAKE BUENA VISTA IN THE MARRIOTT VILLAGE 8615 Vineland Avenue Orlando, FL 32821 407-938-9001 www.marriott.com/mcolz		\$169	\$169	\$169	\$169
SPRINGHILL SUITES ORLANDO LAKE BUENA VISTA IN THE MARRIOTT VILLAGE 8601 Vineland Avenue Orlando, FL 32821 407-938-9001 www.marriott.com/mcolx		\$169	\$169	\$169	\$169
DISNEY SPRINGS AREA		Single	Double	Triple	Quad
DOUBLETREE SUITES BY HILTON ORLANDO DISNEY SPRINGS™ AREA 2305 Hotel Plaza Blvd Lake Buena Vista, FL 32830 407-934-1000 www.hilton.com/en/hotels/mcofhdtdoubletree-suites-orlando/		\$219	\$219	\$219	\$219
DRURY PLAZA HOTEL ORLANDO DISNEY SPRINGS™ AREA 2000 Hotel Plaza Blvd Lake Buena Vista, FL 32830 407-560-6111 www.druryplazahotelorlando.com		\$229	\$229	\$229	\$229
HILTON ORLANDO BUENA VISTA PALACE 1900 E Buena Vista Drive Lake Buena Vista, FL 32830 407-827-2727 www.buenavistapalace.com		\$233	\$233	\$233	\$233
HILTON ORLANDO LAKE BUENA VISTA 1751 Hotel Plaza Boulevard Lake Buena Vista, FL 32830 407-827-4000 www.hiltonorlandolakebuenavista.com		\$248	\$248	\$248	\$248
RENAISSANCE ORLANDO RESORT AND SPA IN DISNEY SPRINGS™ 1905 Hotel Plaza Blvd Lake Buena Vista, FL 32830 407-828-2828 www.marriott.com/mcobu		\$189	\$189	\$189	\$189
PLUS \$10 RESORT FEE PER DAY					

Hotel rates do not include applicable taxes and fees. Consult your hotel for the room rate per night inclusive of all taxes and fees.

HOTELS

HOTEL INFORMATION		ROOM RATES			
UNIVERSAL ORLANDO RESORT		Single	Double	Triple	Quad
UNIVERSAL AVENTURA HOTEL 6725 Adventure Way Orlando, FL 32819 407-503-6000 www.universalorlando.com/web/en/us/places-to-stay/universals-aventura-hotel		\$155	\$155	\$160	\$165
UNIVERSAL CABANA BAY BEACH RESORT 6550 Adventure Way Orlando, FL, 32819 407-503-4000 www.universalorlando.com/web/en/us/places-to-stay/universals-cabana-bay-beach-resort		\$155	\$155	\$160	\$165
UNIVERSAL ENDLESS SUMMER DOCKSIDE INN AND SUITES RESORT 7125 Universal Blvd Orlando, FL 32819 407-503-6000 www.universalorlando.com/web/en/us/places-to-stay/universals-endless-summer-resort-dockside-inn-and-suites		\$119	\$119	\$124	\$129
UNIVERSAL STELLA NOVA RESORT 4500 Epic Blvd Orlando, FL 32819 689-218-2000 www.loewshotels.com/stella-nova-resort		\$147	\$147	\$152	\$157
UNIVERSAL TERRA NOVA RESORT 5500 Epic Blvd Orlando, FL 32819 689-218-3000 www.loewshotels.com/terra-luna-resort		\$147	\$147	\$152	\$157

Hotel rates do not include applicable taxes and fees. Consult your hotel for the room rate per night inclusive of all taxes and fees.

COMPETITIVE EVENT + ACADEMY MANAGEMENT ASSISTANTS

The chartered associations indicated below are required to provide an Event Director to manage the competitive event(s)/emerging leaders series/academies during the International Career Development Conference. The right hand column indicates the total number of adult assistants requested from each association. The chartered association membership and the number of attendees and advisors that were at the 2024 ICDC in Anaheim were used to calculate the required assistants. Every association is required to provide the number of adult assistants indicated in order to allow the students from your association to compete.

CHARTERED ASSOCIATION	EVENTS	NO. OF ASSISTANTS
Alabama*	ACT	34
Arizona*	IMCE	63
Arkansas*	PBM	22
California*	AAM	50
Colorado*	IMCP	75
Connecticut*	PFN	29
Delaware		10
Florida*	BLTDM, BTDM	71
Georgia*	PMBS/PMCD, SEOR	92
Hawaii		13
Idaho*	SBE ACADEMY	24
Illinois*	PHT	62
Indiana*	ASM	34
Iowa*	IGNITE	22
Kansas*	PEN	28
Kentucky*	PFL	37
Louisiana		13
Maine		2
Maryland		18
Massachusetts*	IMCS, SMG	81
Michigan*	PMCA/PMCG, PMFL/PMSP	137
Minnesota*	BSM	62
Mississippi*	ELEVATE	22
Missouri*	ETDM, FTDM	96
Montana*	EMPOWER	13
Nebraska*	ENT	29
Nevada*	FMS	27
New Hampshire*	ELS	17
New Jersey*	HTDM, MTDM	82

CHARTERED ASSOCIATION	EVENTS	NO. OF ASSISTANTS
New Mexico*	HLM	32
New York*	HRM	65
North Carolina*	FCE	71
North Dakota*	MCS	24
Ohio*	HTPS	65
Oklahoma*	PMK	20
Ontario*	BFS	45
Oregon*	QSRM	27
Pennsylvania*	RFSM	42
Puerto Rico		11
Rhode Island		14
South Carolina*	RMS	37
South Dakota		5
Tennessee*	PSE	65
Texas*	EBG/EFB, EIB/IBP	158
Utah*	SEM	33
Virginia*	BOR/BMOR, FOR/HTOR	113
Washington*	EIP/ESB, SBEF/SBER	146
West Virginia*	THRIVE	15
Wisconsin*	STDm, TTDM	95
Wyoming*	ASPIRE	7

An asterisk indicates the association is responsible for managing the assigned event and providing the Event Director, who must be at the event at all assigned times.

Each Event Director is required to attend the briefing on Saturday, April 26 at 9:00 a.m. at the Orange County Convention Center.

ADDITIONAL INFORMATION

CONFERENCE TRANSPORTATION

DECA's International Career Development Conference will use the Orange County Convention Center.

Transportation will be provided from outlying hotel properties. Guests in the following hotels will be considered within walking distance: Hyatt Regency Orlando, Rosen Centre, Rosen Plaza, Hilton Orlando and Tru by Hilton Orlando Convention Center. Limited transportation service will be provided to the Hilton Orlando and Tru by Hilton Convention Center.

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 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.

PARADE OF CHARTERED ASSOCIATIONS

One of the highlights of the Grand Opening Session will be the Parade of Chartered Associations. Each chartered association advisor will be requested to select **ONE** participant to represent your chartered association during the Parade of Chartered Associations. The representative will be **required** to wear the official DECA blazer with business attire to the opening general session and to be present during the rehearsal. Any chartered association not represented during rehearsal will not be permitted to have their flag posted during any of the conference sessions.

CHARTERED ASSOCIATION MEETINGS

Chartered associations are encouraged to hold meetings to brief all delegates on conference activities, rules/regulations, changes in program, etc. Chartered association advisors must make arrangements for meeting locations since hotel facilities are not adequate to schedule multiple chartered association meetings at one time. Chartered association advisors must request meeting facilities by contacting the hotel staff at the assigned hotel. Meeting facilities will be assigned on a first-come, first-served, space available basis. Delegations that are unable to meet at the assigned hotel may complete the online form at deca.org/icdcmeetingrequest to request meeting space at the convention center.

SALES TAX EXEMPTION

Your chartered association may qualify for tax exemption in Florida. If your association has previously been granted a Consumer's Certificate of Exemption by the Florida Department of Revenue, check its expiration date as it is valid for a five-year period. To apply or renew, visit floridarevenue.com/taxes/businesses/Pages/sales_cex.aspx

LEADERSHIP RECOGNITION

Hosted by the DECA Inc. Board of Directors, this annual invitation only event held during DECA's International Career Development Conference recognizes 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.

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. Company representative and student pictures will be taken immediately following the on-stage presentation.

INTERNATIONAL BACCALAUREATE EXAMS

DECA is working with the International Baccalaureate Organization to arrange IB examination on April 25, 28, 29 and 30 at the DECA International Career Development Conference in Orlando. Once members have qualified for ICDC, interested finalists needing to take the IB examination in Orlando must have their school IB Coordinator fill out a request form (available in 2025). Please note that there is a \$52 USD fee per student 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.

FUTURE DATES

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 25-28, 2026 | Atlanta, Georgia
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

DECA GUIDELINES + CONDUCT

ICDC 2025



DECA

ATTENDANCE CRITERIA

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

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.



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

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.



ATTENDANCE PERMISSION FORM

ATTENDANCE

This is to certify that _____ has my permission to attend the 2025 DECA International Career Development Conference in Orlando, Florida. I also do hereby on behalf of him/her absolve and release the school officials, the DECA chapter advisors and the assigned chartered association DECA staff from any claims for personal injuries or illness which might be sustained while he/she is en route to and from or during the DECA sponsored activity.

EMERGENCY

Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs:

WALK-IN CLINIC

MD Now Urgent Care - Dr. Phillips
8972 Turkey Lake Rd. South,
Suite 400
Orlando, FL 32819
407-226-1906

LOCAL HOSPITALS

AdventHealth Celebration Hospital
400 Celebration Place
Celebration, FL 34747
407-303-4000

Orlando Health Dr. P. Phillips Hospital
9400 Turkey Lake Road
Orlando, FL 32819
407-351-8500

PHARMACIES

Walgreens
8021 International Drive
Orlando, FL 32819
407-352-7071

Walgreens
13502 FL-535
Orlando, FL 32821
407-827-1004

Walgreens
6201 International Drive
Orlando, FL 32819
407-345-8402

We have read and agree to abide by the delegate conduct practices and procedures and dress code. We also agree that the school officials, the DECA chapter advisors, the chartered association, DECA staff, or the Conference Conduct Committee members have the right to send the student home from the activity at our expense, provided that he/she has violated the delegate conduct practices and procedures and/or his/her conduct has become a detriment.

Student Signature

Parent/Guardian Signature

Phone

Chapter Advisor Signature

School Official Signature

Insurance Company Name

Policy Number



DECA

PERMISSION FORM ICDC DRESS CODE

HIGH SCHOOL DIVISION INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

I certify that a permission form that includes an explanation of the ICDC dress code has been completed for each student attending the International Career Development Conference.

Chartered Association Advisor

State/Province

This form should be turned in at conference registration on Friday, April 25.



DELEGATE INFRACTION NOTICE

TO: _____
Name of Chartered Association Advisor or State Supervisor State/Province

It has been reported that _____ of your state/
province delegation violated the following delegate conduct practice and/or procedure:

- | | |
|--|-----------------------------------|
| _____ Dress code | _____ No identification badge |
| _____ Defaced public property | _____ In unauthorized place |
| _____ Possession of alcoholic beverages/narcotics | _____ Curfew regulations |
| _____ Use of alcoholic beverages/narcotics | _____ Unauthorized date |
| _____ Smoking (including vaping) in a DECA
blazer while officially representing
state/province association of DECA | _____ Unauthorized transportation |
| | _____ Other (please specify) |

on _____ at _____
date time

For the benefit of the thousands of DECA members who will be privileged to attend the International Career Development Conference in future years, it is necessary for all current ICDC delegates to abide by established conference rules. The exemplary image of DECA must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the Conference Conduct Committee.

Please bring this notice to the immediate attention of all parties involved.

Date

Chairperson
Presidential Governance Committee