



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 5-9, 2025
(Includes travel dates)

Marriot Marquis San Francisco

780 Mission St., San Francisco, CA 94103

CONFERENCE HOTEL

Marriot Marquis San Francisco

Address: 780 Mission St., San Francisco, CA 94103

Phone: 415.896.1600

It is the policy of the DECA Inc. Board of Directors that ALL conference participants must stay at the official conference hotel over the dates of the conference.

Standard Rooms

Single (1 bed, 1 person)	\$ 305 (includes tax and fees)
Twin (2 queen beds, 2 people)	\$ 305 (includes tax and fees)
Triple (2 queen beds, 3 people)	\$ 305 (includes tax and fees)
Quad (2 queen beds, 4 people)	\$ 305 (includes tax and fees)

Facilities

Restaurants: 3

Fitness Room: 24 hrs

Plus: Business Center, Room Service

TRANSPORTATION

Each chapter is responsible for their own travel arrangements to San Francisco and transfers to and from the hotel. The hotel does not have a shuttle service.

Check out this [link](#) for more information on travel discounts.

Everyone attending the conference should tag their luggage, listing:

Last Name

Minnesota Collegiate DECA

International Career Development Conference

Marriot Marquis San Francisco

WHO MAY ATTEND

All participants must be paid members of Collegiate DECA by February 15, 2025 and must have participated in the State Career Development Conference. Photo ID's may be required at any time to verify membership.

Any school sending students must have a chapter advisor, school faculty, or administrator chaperone their students as well as participate in the conference in order for students from that school to participate at International (ICDC). The ratio is one advisor per 10 students.

WHO MAY COMPETE

Individual Case Studies (for each event)	Team Case Studies (for each event)	Prepared Business Presentations (for each event)	Management Institute
Up to 15 if above 70% at CDC	Up to 15 if above 70% at CDC	Up to 15 if above 70% at CDC	Not Being Held

COMPETITION INFORMATION

Members may enter one case study event AND one prepared event. All attendees may also participate in the Sales Challenge.

A student who registers for the Sales Challenge as their *primary conference activity* may NOT be an event competitor.

A student competitor who wishes to participate in a challenge may NOT request special consideration for competition scheduling, whether it's for briefing/testing, preliminaries or finals.

All written entries must be submitted March 10-19, 2025. Detailed instructions for submitting the project will be sent out closer to the conference.

All testing will occur on-site. Online testing has been discontinued.

If members need accommodations, requests should be made [here](#) by March 14, 2025.

Professional dress is required for all sessions and competitive events.

Competitors will need a photo ID to check in to their event at the conference.

VOTING DELEGATES

In addition to competing, members need to serve as the state's Voting Delegates. The current and newly elected state officers are expected to serve in addition to other interested members. We will be notified later about the exact number of Voting Delegates for Minnesota and communicate with you as needed to fill delegate slots.

ADVISOR COMMITMENT

Each advisor who attends the International Career Development Conference is expected to contribute a minimum of two days to the operation of the conference.

CANCELLATION POLICY

Paid registrants who cancel on or before 6:00 p.m. PT on April 5, 2025, will receive a \$100 refund. Refund checks will be sent within one month after the close of the conference. There are no refunds for changes made after 6:00 p.m. PT on April 5, 2025.

CHANGES/SUBSTITUTIONS

All changes to the original registration must be made in **writing** to National DECA. **No additions and/or changes for competitors will be accepted after March 28, 2025.**

- Includes situations where a competitor is left without a teammate in a team event.
- Includes on-site registrants.
- Competitors who are not able to compete in their registered event may still participate in other conference activities (voting, Sales Challenge).
- Deadline for changes is **ONLY** for competitors (does not apply to voting).

Information on how to submit your hotel reservations can be found here: <http://www.deca.org/college-programs/college-educational-conferences/>

COSTS

Conference Registration Fee: \$155 per registrant. This includes conference registration, tickets to the Giants game on April 7, transcript reporting with information on how your student ranked against other competitors in the event, and state processing fee.

Costs for four (4) nights lodging, resort fees, registration fee, and state fees with arrival on April 5 and check out on April 9. Package rates are per person.

Package Rates Per Person (includes Registration, state fee and hotel per participant):

Single	\$ 1375
Double	\$ 765
Triple	\$ 562
Quad	\$ 460

INSURANCE

Arrangements have been made with Mutual of Omaha to make available special insurance for each student, advisor and chaperone registered for the conference. The Policy will cover the following broad features:

- \$25,000 Principal Sum for Accidental Death or Dismemberment
- \$2,000 Medical Expense due to Accidents (the first \$25 of expense is deductible)

Each person attending the conference who pays for and provides the necessary information will be covered by this policy up to three days before the conference (or whenever you leave home to travel to the conference, whichever is shorter), during the conference, and up to three days following the conference (or until you arrive home, whichever is shorter). Some exclusions include: attempted suicide and war. Air travel coverage is limited to passengers. **Cost of the coverage is an additional \$1.50 per person to the above listed costs.**

The following information must be kept on file by each advisor/head of delegation bringing a group to the conference:

- Name of Beneficiary
- Relationship to Attendee
- Home address of beneficiary

CLAIMS

If anyone has a claim against this policy, please contact DECA Inc. to receive a claim form. Also, please make sure to make copies of all medical bills for your file.

REGISTRATION PROCEDURES

REGISTRATION DEADLINE: MARCH 5, 2025

Chapters registering after the March 5th deadline will be fined a \$15 late fee per registrant. All registration and hotel blocks are to be done through the DECA, Inc. registration system.

If you need assistance with registration or if your travel dates are different than arriving on the 5th and departing on the 9th, please let Kate know so we can adjust the package pricing and make the necessary accommodations. If you need assistance in making reservations, please feel free to send Kate the registration information and she can do it for you. Remember that we will need the following:

- Name
- Cell Phone
- Email Address
- T-shirt size
- # of years a DECA member (high school membership also counts)
- Sex
- Demographics

Events - *Please note that if you have students that are participating in a prepared event with a written component that the submissions will be electronic this year and have to be submitted between March 10 – 19, 2025.*

Hotel room with names of roommates
Accommodations if there are any needed.

Registration must be entered via the following method. If you are having issues please contact Kate and she can get your information into the registration system for you.

2. You are instructed to use the membership portal (<https://membership.decaregistration.com/deca>), please use these instructions to register for ICDC. Institutional Membership please contact Catherine Rice to help you in registration.
 - a. Once logged into the membership portal click on the **Conferences Tab**
 - b. Click on **Collegiate ICDC Registration**
 - c. Select **Register Advisors**
 - i. Use the check box beside the Advisor name to select the advisors attending or you can use the Select All button...click continue
 - ii. Verify the information that has been pre-filled. Please enter any missing information that is in a RED box...click Registration under Registration Rates...click next
 - iii. Verify the information on the screen and click finish...you will need to do this for each advisor registering for ICDC
 - d. Select **Register Students**
 - i. Use the check box beside the student name to select the students or you can use the Select All button...click continue
 - ii. The Name Verification Box will appear, please read that information...click ok
 - iii. Please verify the information that is pre-filled from the student record. None of the information on this screen is required...click Registration under Registration Rates...click next
 - iv. You must choose a competitive event for the student. You will select the box to the right of the competitive event that the student will be registered in. (Note: the events can be sorted by name or category by clicking on the column header.)
 1. If the student is in a team event, a team number must be selected in the drop-down box
 2. If the student is not in a competitive event, then you must select Delegate
 - a. If the student is doing only the Sales Challenge or Entrepreneurship Challenge then you must select Delegate for the student
 - v. Click Next
 - vi. You have the option to register you student in one of the challenges. Click the down arrow in the appropriate selection and click the select box...click next
 - vii. Verify the information and click the Next Student Button and continue for all your students
 - e. Select Register Guests
 - i. This will be used to register your attending Chaperones, Spouse/Family Members, and Judges
 1. You must fill in all required fields (outlined in red)
 - ii. Click Registration under the Registration Rates...click next
 - iii. Verify the information on the screen then click Save and Finish or Save and Add Another Guest
 - f. Click the Select All button or only the box beside the name of the person you want to register.
 - g. Click Accept Disclaimers
 - i. Check or uncheck box 1 – email rules and regulations
 - ii. You must check the “Read and Agree” check box...click confirm
 - h. Click Submit Registration
 - i. Click Confirm
 - j. E-mail catherinemncollegiatedeca@gmail.com that you have completed your registration so they may prepare the file for DECA Inc.

All substitutions and cancellations must be made through Minnesota Collegiate DECA.

ALL INVOICING WILL BE DONE THROUGH MINNESOTA COLLEGIATE DECA. Registration fees and hotel fees are due by March 5, 2025.

Anyone wishing to have insurance must provide the beneficiary information in the online registration form.

All registered students must sign the Code of Conduct and Permission Form. These signed forms must be retained by the advisor/head of the delegation during the conference.

AGENDA AND CONFERENCE ACTIVITIES

TENTATIVE AGENDA

SATURDAY APRIL 5

All Day	Explore San Francisco
2:00 PM - 6:00 PM	Conference Registration + Shop DECA
2:00 PM	Executive Officer Candidate Orientation and Interviews
7:00 PM - 7:30 PM	Parade of Associations Rehearsal
Evening	Association Meetings <i>Consult your Chartered Association Advisor for meeting time and location.</i>

SUNDAY APRIL 6

8:00 AM - 4:00 PM	Shop DECA
8:30 AM - 10:00 AM	Grand Opening Session
10:15 AM - 12:00 PM	Professional Development Series <i>(Required)</i>
10:30 AM - 11:30 AM	Advisor Professional Learning
11:45 AM - 2:30 PM	Competitive Event Briefings <i>(Required, scheduled by category)</i>
12:00 PM	Lunch on Your Own
3:30 PM - 4:15 PM	Emerging Leader Series Workshops
3:30 PM	Election/Voting Delegate Sessions

MONDAY APRIL 7

7:30 AM - 5:00 PM	Shop DECA
10:00 AM - 2:00 PM	LinkedIn Portrait Studio
8:00 AM - 5:00 PM	Competitive Event Preliminary Competition
2:00 PM	Learn from the Pros
4:00 PM - 5:00 PM	Meet the Candidates Session
6:45 PM	Collegiate DECA Night at Oracle Park

TUESDAY APRIL 8

8:00 AM - 12:00 PM	Shop DECA
8:00 AM - 9:30 AM	Preliminary Awards Session
9:00 AM - 6:00 PM	Competitive Event Final Competition
10:30 AM	Election/Business Session
8:00 PM	Grand Awards Session



Visit decadirect.org/cicdc for previews and highlights.

CONFERENCE HIGHLIGHTS

The Collegiate DECA International Career Development Conference offers the opportunity for members to participate in competitive events, challenges and so much more!

COMPETITIVE EVENTS

Collegiate DECA's Competitive Events Program allows students to put their experience, skills and knowledge to the test while representing their college or university. Students compete for top international honors in one of 25 competitions. Students are evaluated by business and industry professionals against industry-validated knowledge and skill standards. See the Collegiate DECA Guide for the official competitive events list (page 21), general rules and regulations (page 20), and specific guidelines for each competitive event.

EMERGING LEADER SERIES WORKSHOPS

As part of the Emerging Leader Series, workshops will be hosted to focus on preparing emerging leaders and entrepreneurs, as well as on topics designed to help build strong chapters. Check the conference app for the workshops offered at this year's conference.

BUSINESS NETWORKING

Network with representatives from corporate supporters and education partners. You'll also have an opportunity to have your portrait taken for your LinkedIn profile. You can even engage in chapter, career development and business networking sessions.

EXECUTIVE OFFICER ELECTIONS

One exciting highlight of the conference is the election of the executive officer team who will serve the upcoming year. Collegiate DECA's Executive Officers are elected by the student members to provide leadership for the current academic year. As our primary student public relations agents, Collegiate DECA's Executive Officers represent more than 4,000 members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. They also develop a program of leadership to assist in the implementation of DECA Inc.'s strategic plan. **Executive Officer Candidate applications are due March 3, 2025.**

ADVISOR PROFESSIONAL LEARNING

The Advisor Professional Development Series is a unique professional learning event designed to help advisors take their chapter to the next level. Attendees will engage in an idea exchange led by innovative advisors and corporate partners.

CONFERENCE CODE OF CONDUCT GENERAL INFORMATION

A Delegate Code of Conduct Committee will be appointed for Collegiate DECA. The purpose of the committee will be to act upon all violations of the Collegiate DECA Code of Conduct.

The Code of Conduct was sponsored by the DECA/Collegiate DECA Task Force and was approved by the board of directors for DECA Inc. It applies to advisors and chaperones as well as students.

A copy of the Collegiate DECA Code of Conduct, as approved by the board, may be found in this section. The board of directors for DECA Inc. encourages every delegate to the Collegiate DECA Career Development Conference to read and agree to abide by the "Code of Conduct" as partial completion of CDC attendance requirements. Please make sufficient copies for distribution to your delegates.

Associations/chapters will be responsible for delegates' conduct. Associations/chapters may impose more stringent conduct policies at their discretion.

Any violations of the Code of Conduct should be reported, in writing, to Collegiate DECA Conference Headquarters. The state/provincial/territorial advisor and chapter will be notified, in writing, of all violations.

**The Following Pages
are Forms to be
Completed
and
Retained by
Chapter Advisor**

CODE OF CONDUCT*
COLLEGIATE DECA DIVISION

1. The term “delegate” shall mean any DECA/Collegiate DECA member, including advisors, attending CDC (High School, Collegiate, Alumni, Professional).
2. There shall be no defacing of public property. Any damages to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
3. Identification badges must be worn at all times. Participants may also be required to provide photo identification.
4. Delegates shall refrain from using inappropriate or profane language at all times.
5. Delegates shall refrain from verbal, physical, or sexual harassment, hazing or name-calling.
6. Delegates shall respect the rights and safety of other hotel guests.
7. No narcotics or weapons in any form shall be possessed by delegates at any time under any circumstance. Alcohol shall not be present or consumed at any official Collegiate DECA function.
8. Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other items of value.
9. Use of tobacco products by delegates is prohibited at ALL Collegiate DECA functions.
10. The Dress Code will be in effect at all times. Appropriate dress must be worn at all sessions and activities.
11. Tasteful casual wear will be accepted during specific social functions as designated during orientation sessions.
12. Delegates must not dress or behave in a manner that can be interpreted as sexually explicit.
13. Delegates shall keep their advisors informed of their activities and whereabouts at all times.
14. No delegates shall leave the hotel (except for authorized events) unless permission has been received from chapter or association advisors.
15. Delegates should be prompt and prepared for all activities.
16. Delegates are required to attend all general sessions and activities assigned, including seminars, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment taking place at the same time. Arrive on time for all sessions.
17. Delegates should be financially prepared for all activities.
18. Delegates will be registered at a designated conference hotel for the duration of the conference.
19. Delegates violating or ignoring any of the code of conduct 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.

*As amended and approved at the Board of Directors Meeting held October 10, 1974, in Chicago, Illinois.

* Further amended by the Board of Directors December 13, 2004, in Reston, Virginia.

Student Signature _____

**COLLEGIATE DECA
CAREER DEVELOPMENT CONFERENCE
Minnesota Association**

Attendance Permission Form

Chapter _____

USE OF PHOTOGRAPHS

The signatures below certify that DECA/Collegiate DECA has permission to use photographs, video footage, etc. of the conference participant listed below for the purpose of promoting and providing information about the organization and the conference. This includes third-party institutions as approved by DECA Inc.

DRESS CODE FOR ICDC

From the opening session until the end of the closing session, students, advisors and professionals shall adhere to the following dress code requirements. It is the Chapter Advisor's responsibility to see that they and their students and other attendees comply with the rules established for proper dress code. A more complete description will be available at www.CollegiateDECA.org to help you plan your conference participation.

- A. Participants will be dressed in appropriate businesslike attire suitable to each occasion. Culinary Students will be in either Chef Dress or Business dress.
- B. A DECA blazer worn with neat, businesslike attire will be considered appropriate for any occasion; however, a DECA blazer is NOT required.
- C. A special exception has been made for this year's Opening Session with the Utah Jazz. Details for conference activities such as Management Institutes, off-site programs, and any other exceptions, will be described in detail on the Web site and in the conference program.

ATTENDANCE

This is to certify that _____ has my permission to attend the above named activity. I also do hereby, on behalf of _____, absolve and release the school officials, the Collegiate DECA chapter advisors and the assigned Collegiate DECA association 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 Collegiate DECA-sponsored activity.

EMERGENCY – This section must be entirely completed.

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. In the event of a medical emergency in the hotel, dial **911**.

List of area medical facilities, services, drug stores, etc. will be available on the Web-site, and should be given to your attendees prior to the conference.

Additional Pertinent Information (allergies, etc.) _____

We have read and agree to abide by the Collegiate DECA Code of Conduct. We also agree that the school officials, the Collegiate DECA chapter or association advisors, or the Conference Conduct Committee, have the right to send

_____ home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

Student Signature _____

Parent/Guardian Signature (for students under 18) _____

Phone _____

Chapter Advisor Signature _____

School Official Signature _____

Insurance Company Name _____

Policy Number _____

COLLEGIATE DECA CAREER DEVELOPMENT CONFERENCE

Delegate Infraction Notice

To _____
Name of Chapter Advisor/Chaperone _____ Association

Division

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

- | | |
|---|-----------------------------------|
| _____ Dress code | _____ No identification badge |
| _____ Defaced public property | _____ In an unauthorized place |
| _____ Illegal/inappropriate possession of alcoholic beverages/narcotics | _____ Curfew regulations |
| _____ Illegal/inappropriate use of alcoholic conference beverages/narcotics | _____ Unauthorized date at |
| _____ Smoking in DECA blazer while officially representing DECA | _____ Unauthorized transportation |
| | _____ Other (please specify) |

on _____ at _____
(date) (time)

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

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

Major infraction reports require appropriate action by the committee responsible for conference conduct.

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

Date

Chairman,
Presidential Governance Committee