ALABAMA DECA

Career Development Conference

2027

Conference Registration Guide

ALABAMA DECA
THE NEXT BIG THING
DECA

Renaissance Montgomery Hotel and Spa at the Convention Center

February 22-23, 2027

KEY DATES

Registration Opens:	November 15, 2026
LAUNCH *CHAMP CAMP*:	November 3, 2026
Get inside information on how to	*Troy University, AL*
SUCCEED and "Get that Glass!"	November 6, 2026
	UAB, Birmingham, AL
Conference T-shirt and ICDC Pin Contest Submission Deadline:	December 15, 2026
State Action Project Submission Deadline:	December 15, 2026
Regular Registration Deadline:	January 20, 2027
Hotel Registration Deadline (could reach capacity prior to this deadline)	January 16, 2027
State Association Officer Applications Deadline:	January 29, 2027
Substitutions DEADLINE: (no exceptions/substitutions after this date)	February 9, 2027
Written Events Submission Deadline:	February 5, 2027
Payment for SCDC Registration Deadline: Received in Office: PO Box 302101 50 North Ripley Street Montgomery, AL 36130	February 9, 2027
Online Exams Testing:	February 8-12, 2027
Alabama DECA Career Development Conference:	February 22-23, 20276
International Career Development Conference:	April 16-21, 2027

(Tentative)

DECA STATE SCHEDULE

2027 Alabama DECA Career Development Conference

Monday, February 22	**Montgomery Renaissance Hotel and Convention Center**	
8:00 am – 9:00 am	Registration **Registration will close promptly at 9:00 am*	Registration Booth – Concourse
9:00 am – 4:00 pm	Exhibitor/Sponsor booths	Pre-Function area of Exhibit Hall C
8:00 am – 8:30 am 8:45 am – 9:30 am	Judges Check-In Judge's Briefing and Breakfast	Exhibit Hall B
9:00 am – 9:30 am	Advisor Orientation & Briefing	Alabama Ballroom D
9:00 am – 9:30 am	Student Orientation	Exhibit Hall A
12:45 - 1:05 pm	Advisors/Judges/Volunteers BOXED LUNCH **lunch/meal is not provided for the students*	At competition booths/tables
9:45 am - 3:30 pm	Competitive Events	Exhibit Hall B / C
	Workshops	
	NEXT BIG THING - Leadership	Alabama Ballrooms
	NEXT BIG THING - Career Development	Alabama Ballrooms
	NEXT BIG THING - Career Development	Alabama Ballrooms
1:30 pm – 2:00 pm 2:00 pm – 4:30 pm	State Officer Candidate campaigning booths SETUP State Officer Campaigns	Concourse
3:45 pm	Finals for multi-section events posted	
4:15 pm – 7:30 pm	Competitive Event FINALS (only for events with multiple sections)	
8:00 pm – 10:00 pm	Opening General Session	Exhibit Hall B
10:00 pm – 10:15 pm	Delegate Assembly (voting delegates only)	Alabama Ballroom A
Immediately Following OGS	DECA *AFTER DARK* - network and games	Concourse
11:30 pm	Curfew	
Tuesday, February 23		
8:30 am - 10:00 am	DYNAMIC WORKSHOPS	
	NEXT BIG THING - ICDC PREP What to expect, how to prepare, get ready for ICDC!	
10:30 am – 12:30 pm	Grand Awards Session	Exhibit Hall A

Competitive Events

With over 50 competitive events, there is something for everyone! Whether it is an impromptu Role-Play or a well-planned and researched Written Event, your students have the opportunity to showcase their talent and skills to our volunteer judges.

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.

Guidelines

- All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to January 12 of the current school year.
- A participant may enter only one competitive event.
- There is NO limit to the number of participants per chapter in each event.
- Participants must attend ALL sessions scheduled during SCDC.
- Participants are required to follow the Alabama DECA Dress Code.
- All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity.
- All participants in the PRINCIPLES events must be first-year DECA members.

The Competitive Events Poster

- List of each competitive event.
- Exam associated with each event.
- Number of participants allowed to compete (single, two-person teams, or three-person teams).
- Requirements for each event.
- Prep time and Interview time allowance for each event.
- Link to online Competitive Events Poster.

Competitive Events Poster

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS						
PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM	BUSINESS ADMINISTRATION CORE EXAM	1 PARTICIPANT	1 ROLE-PLAY 2ND ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
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	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM	2 PARTICIPANTS	1 CASE STUDY 2ND CASE STUDY FOR FINALS	30 MINUTES PREPARATION TIME	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM				
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM				
FINANCIAL SERVICES	FTDM	FINANCE EXAM				
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM				
MARKETING MANAGEMENT	MTDM	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	STDM	MARKETING EXAM				
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM				
INDIVIDUAL SERIES EVENTS						
ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM	1 PARTICIPANT	2 ROLE-PLAYS 3RD ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM				
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM				
BUSINESS FINANCE	BFS	FINANCE EXAM				
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM				
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM				
FOOD MARKETING	FMS	MARKETING EXAM				
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCES MANAGEMENT	HRM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM				
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM				
RETAIL MERCHANDISING	RMS	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM				
PERSONAL FINANCIAL LITERACY EVENT						
PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM	1 PARTICIPANT	1 ROLE-PLAY 2ND ROLE-PLAY FOR FINALISTS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
BUSINESS OPERATIONS RESEARCH EVENTS						
BUSINESS SERVICES OPERATIONS	BOR	NO EXAM	1-3 PARTICIPANTS	PRESENT RESEARCH AND STRATEGIC PLAN	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING OPERATIONS	BMOR					
FINANCE OPERATIONS	FOR					
HOSPITALITY AND TOURISM OPERATIONS	HTOR					
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR					
PROJECT MANAGEMENT EVENTS						
BUSINESS SOLUTIONS PROJECT	PMBS	NO EXAM	1-3 PARTICIPANTS	PRESENT PROJECT	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
CAREER DEVELOPMENT PROJECT	PMCD					
COMMUNITY AWARENESS PROJECT	PMCA					
COMMUNITY GIVING PROJECT	PMCG					
FINANCIAL LITERACY PROJECT	PMFL					
SALES PROJECT	PMSP					
ENTREPRENEURSHIP EVENTS						
INNOVATION PLAN	EIP	NO EXAM	1-3 PARTICIPANTS	PRESENT PLAN	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
START-UP BUSINESS PLAN	ESB					
FRANCHISE BUSINESS PLAN	EFB				20 PAGES ALLOWED	
INDEPENDENT BUSINESS PLAN	EIB					
BUSINESS GROWTH PLAN	EBG					
INTERNATIONAL BUSINESS PLAN	IBP					
INTEGRATED MARKETING CAMPAIGN EVENTS						
INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE	MARKETING EXAM	1-3 PARTICIPANTS	PRESENT CAMPAIGN	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP					
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS					
PROFESSIONAL SELLING AND CONSULTING EVENTS						
FINANCIAL CONSULTING	FCE	FINANCE EXAM	1 PARTICIPANT	CONSULTATION OR SALES PRESENTATION	N/A	15 MINUTES INTERVIEW TIME
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM				
PROFESSIONAL SELLING	PSE	MARKETING EXAM				
ONLINE EVENTS						
STOCK MARKET GAME	SMG	NO EXAM	1-3 PARTICIPANTS	PRESENT PORTFOLIO	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC			N/A	N/A	N/A
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN					
VIRTUAL BUSINESS CHALLENGE-FASHION	VBCFA					
VIRTUAL BUSINESS CHALLENGE-HOTEL MANAGEMENT	VBCHM					
VIRTUAL BUSINESS CHALLENGE-PERSONAL FINANCE	VBCPF					
VIRTUAL BUSINESS CHALLENGE-RESTAURANT	VBCRS					
VIRTUAL BUSINESS CHALLENGE-RETAIL	VBCRT					
VIRTUAL BUSINESS CHALLENGE-SPORTS	VBCSP					

*Prepared Event Qualifiers for the DECA International Career Development Conference must electronically submit the prepared entry to the online portal between March 25 - April 8, 2026.
*Prepared entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.

www.deca.org/compete

Last Year's Competitive Events – by the Numbers

Take a look at the event numbers from last year so that you can direct your students to the events that will offer the best chances of success.

Competitive Event Numbers from ALABAMA SCDC			
Individual Series Events			
Abb.	Event	# Registered 2026	
AAM	Apparel & Accessories Marketing	11	
ACT	Accounting Applications	11	
ASM	Automotive Services Marketing	25	
BFS	Business Financial Services	11	
BSM	Business Services Marketing	20	
ENT	Entrepreneurship	15	
FMS	Food Marketing Services	19	
HLM	Hotel & Lodging Management	15	
HRM	Human Resources Management	19	
MCS	Marketing Communications	19	
PFL	Personal Financial Literacy	12	
QSRM	Quick Serve Restaurant Management	9	
RFSM	Restaurant & Food Service Management	16	
RMS	Retail Merchandising	9	
SEM	Sports & Entertainment Marketing	23	
Principles Events			
Abb.	Event	# Registered 2026	
PBM	Principles of Business Management & Administration	18	
PEN	Principles of Entrepreneurship	24	
PFN	Principles of Finance	20	
PHT	Principles of Hospitality & Tourism	30	
PMK	Principles of Marketing	25	
Team Decision Making Events			
Abb.	Event	# Registered 2026	# Teams 2026
BLTDM	Business Law & Ethics	30	15
BTDM	Buying & Merchandising	26	13
ETDM	Entrepreneurship	24	12
FTDM	Financial Services	20	10
HTDM	Hospitality Services	39	19
MTDM	Marketing Management	32	16
STDM	Sports & Entertainment Marketing	48	24
TTDM	Travel & Tourism Marketing	30	15

Last Year's Competitive Events – by the Numbers

Competitive Event Numbers from ALABAMA SCDC			
Prepared Presentation Events (1 – 3 per team)			
Abb.	Event	# Registered 2026	# Teams 2026
BMOR	Buying and Merchandising Operations	19	8
BOR	Business Services Operations	13	6
EBG	Business Growth Plan	15	7
EFB	Franchise Business Plan	27	11
EIB	Independent Business Plan	28	15
EIP	Innovation Plan	29	14
ESB	Start-Up Business Plan	55	27
FOR	Finance Operations Research	6	3
HTOR	Hospitality & Tourism Operations	25	12
IBP	International Business Plan	16	8
IMCE	Integrated Marketing Campaign - Event	18	10
IMCP	Integrated Marketing Campaign - Product	26	13
IMCS	Integrated Marketing Campaign - Service	3	2
PMBS	Business Solutions Project	24	13
PMCA	Community Awareness Project	31	12
PMCD	Career Development Project	17	7
PMCG	Community Giving Project	25	9
PMFL	Financial Literacy Project	8	4
PMSP	Sales Project	3	2
SEOR	Sports & Entertainment Marketing Operations	16	6
Professional Selling Events			
Abb.	Event	# Registered 2026	
FCE	Financial Consulting Event	6	
HTPS	Hospitality and Tourism Professional Selling Event	5	
PSE	Professional Selling Event	8	

PERFORMANCE INDICATORS

The chart below shows the blueprint of items by instructional area. **At the State SCDC level, 40% of the questions come from the Business Administration CORE indicators and 60% come from the career cluster specific to the competitive event.** At ICDC, 30% of the questions come from the Business Administration core content and 70% from specific career cluster by event.

EXAM BLUEPRINTS

DECA's exams are rigorous, industry-validated, multiple- choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the exams used at the district level, chartered association level and at the International Career Development Conference.

BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ICDC
Business Law	1	1	4
Communications	15	15	11
Customer Relations	5	5	4
Economics	7	7	12
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	16	16	13
Human Resources Management	1	1	1
Information Management	10	10	11
Marketing	1	1	1
Operations	11	11	13
Professional Development	11	11	9
Strategic Management	0	0	1

Performance Indicators

Business Administration Core Performance Indicators

Competitive Events

ALL Competitive Event Exams –
40% come from this section at State SCDC
30% at ISCDC

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

BUSINESS MANAGEMENT + ADMINISTRATION	DISTRICT	ASSOCIATION	ICDC
Business Law	5	5	5
Communications	7	6	6
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	7	6	5
Human Resources Management	1	0	0
Information Management	7	6	6
Knowledge Management	6	7	9
Marketing	1	1	1
Operations	21	24	26
Professional Development	6	5	4
Project Management	6	7	8
Quality Management	3	4	5
Risk Management	3	5	5
Strategic Management	8	9	10

Performance Indicators

Business Management and Administration Performance Indicators

Competitive Events

BLTM - Business Law & Ethics Team Decision Making
HRM - Human Resources Management Series

ENTREPRENEURSHIP	DISTRICT	ASSOCIATION	ICDC
Business Law	4	4	3
Channel Management	3	3	3
Communications	1	0	1
Customer Relations	1	1	1
Economics	3	3	2
Emotional Intelligence	6	6	4
Entrepreneurship	14	13	14
Financial Analysis	10	9	11
Human Resources Management	5	4	4
Information Management	4	3	2
Market Planning	5	6	6
Marketing	1	1	1
Marketing-Information Management	2	3	2
Operations	13	13	14
Pricing	2	3	2
Product/Service Management	4	4	4
Professional Development	5	5	4
Promotion	6	7	8
Quality Management	1	1	1
Risk Management	2	3	4
Selling	1	1	1
Strategic Management	7	7	8

Performance Indicators

Entrepreneurship Career Cluster Performance Indicators

Competitive Events

ENT - Entrepreneurship Series
ETDM - Entrepreneurship Team Decision Making

FINANCE	DISTRICT	ASSOCIATION	ICDC
Business Law	7	8	7
Communications	5	4	3
Customer Relations	5	5	4
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	24	28	30
Financial-Information Management	9	10	12
Human Resources Management	1	0	0
Information Management	6	5	5
Marketing	1	1	1
Operations	6	5	4
Professional Development	13	14	15
Risk Management	6	7	9
Strategic Management	1	0	0

Performance Indicators

Finance Career Cluster Performance Indicators

Competitive Events

ACT -Accounting Applications Series
BFS -Business Finance Series
FCE -Financial Consulting
FTDM - Financial Services Team Decision Making

HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ICDC
Business Law	3	3	2
Communications	5	4	3
Customer Relations	7	9	9
Economics	6	6	5
Emotional Intelligence	9	9	7
Entrepreneurship	1	0	0
Financial Analysis	8	7	7
Human Resources Management	2	1	1
Information Management	14	15	15
Knowledge Management	0	1	1
Market Planning	1	1	2
Marketing	1	1	2
Operations	13	13	13
Pricing	1	1	1
Product/Service Management	6	7	9
Professional Development	8	7	6
Promotion	2	3	3
Quality Management	1	1	1
Risk Management	1	1	2
Selling	7	8	9
Strategic Management	3	2	2

Performance Indicators

Hospitality and Tourism Career Cluster Performance Indicators

Competitive Events

HTPS - Hospitality & Tourism Professional Selling
HTDM - Hospitality Services Team Decision Making
HLM - Hotel & Lodging Management Series
QSRM - Quick Service Restaurant Management Series
RFSM - Restaurant & Food Service Management Series
TTDM - Travel & Tourism Team Decision Making

MARKETING	DISTRICT	ASSOCIATION	ICDC
Business Law	2	2	1
Channel Management	5	6	7
Communications	5	4	3
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	6	5	4
Human Resources Management	1	0	0
Information Management	5	4	3
Market Planning	4	4	5
Marketing	1	1	1
Marketing-Information Management	11	14	16
Operations	6	5	4
Pricing	3	4	4
Product/Service Management	11	13	15
Professional Development	6	5	5
Promotion	9	11	13
Selling	6	7	8
Strategic Management	1	0	0

Performance Indicators

Marketing Career Clusters Performance Indicators

Competitive Events

AAM - Apparel & Accessories Marketing Series
ASM - Automotive Services Series
BSM -Business Services Marketing Series
BTDM - Buying & Merchandising Team Decision Making
FMS - Food Marketing Series
IMCE - Integrated Marketing Campaign--Event
IMCP - Integrated Marketing Campaign--Product
IMCS - Integrated Marketing Campaign--Service
MCS - Marketing Communication Series
MTDM - Marketing Management Team Decision Making
PSE - Professional Selling
RMS - Retail Merchandising Series
SEM - Sports & Entertainment Marketing Series
STDM - Sports & Entertainment Marketing Team Decision Making

PERSONAL FINANCIAL LITERACY	DISTRICT	ASSOCIATION	ICDC
Earning Income	25	20	16
Spending	14	14	14
Saving	15	14	13
Investing	15	19	21
Managing Credit	16	19	21
Managing Risk	15	14	15

Performance Indicators

Personal Financial Literacy Performance Indicators

Competitive Events

PFL - Personal Financial Literacy

Competition Results

Beginning the day after competition, the results for each participant will be available to view and download online through the conference registration portal. **While NO written events are required to be turned in the day of competition (all will be uploaded online by the written events submission deadline), any materials provided to the judges will NOT be returned.**

Awards/Trophies

Chapter Awards as well as individual awards and trophies will be given out at the Opening Session Thursday evening and at the Grand Awards Session on Friday. It is your chapter's responsibility to attend these sessions to receive the awards. If a student is unable to receive their award onstage, please send a representative after the session to pick up the award/s. *Unless the Grand Awards session is cancelled or changed due to inclement weather or factors affecting the entire conference, awards will not be shipped to chapters/individuals that do not attend the Awards Session.*

Leadership Opportunities

While at SCDC, you students will have the opportunity to attend 2 – 3 leadership workshops designed to ignite, elevate, and empower your chapter members. Participants will be expected to attend workshops and attendance will be recorded.

State Association Officer Leadership Team Elections

Each chapter is expected to participate in the election of the Association Officer Leadership Team for the upcoming year. As approved at the ALCTE Summer Conference Professional Developments Conference DECA Business Meeting, the approved Bylaws allows the following: Each *local chapter shall have two (2) voting delegates plus one (1) voting delegate for each fifty (50) members or major fraction thereof above one hundred (100) chapter members, up to a maximum of seven (7) voting delegates. These voting delegates will have a conference ribbon* and be invited to attend a voting delegate special assembly following the opening general session. Attendees must be wearing the "voting delegate" ribbon in order to be admitted to the assembly.

Association Officer Leadership Team Candidates

Any Alabama DECA member interested in applying to campaign for a position on the Association Officer Leadership Team should complete and submit all association officer application documents by the deadline.

State Action Project

Alabama's State Action Project is designed to guide chapters to have an active Career Technical Student Organization (CTSO). DECA chapters should strive for the **DIAMOND** level of the State Action Project, but other levels are designed to promote the goals and mission of DECA and motivate chapters to earn recognition for their chapter's activity. The State Action Project and the SAP Submission Form can be found on www.alabamadeca.com in the Resources section of the "Teacher" tab. The deadline to submit the State Action Project is **December 15, 2026**.

Registration

https://www.decaregistration.com/al

Student DECA Members
$65 per attendee
*Competitors & Non-Competitors

Advisors & Chaperones
$45 per attendee

Late Fee: $25 per attendee
*after regular registration deadline

After the registration deadline, no attendee can be removed from the registration portal. Any substitutions can be made until the substitution deadline. No changes can be made after the substitution deadline.

Proctor

Each chapter is REQUIRED to register a proctor to administer the **Online Exams** at each chapter's base school. The proctor will receive all instructions, usernames, and passwords for students entered in competitive events that include an exam. The proctor will not attend SCDC on site and includes FREE registration. **THE PROCTOR CANNOT BE A DECA Advisor.**

Payment

Payment must be received by Alabama DECA by the payment deadline. Payment can be made by credit card using the link on the invoice statement, or a check can be mailed to address listed on the conference invoice.

***Students will NOT be allowed to compete until payment is received in full from the chapter.**

Student Meals

Meals are not provided for students. Chapters are allowed to bring in outside food to the Renaissance Montgomery Hotel and Spa at the Convention Center. However, If Alabama DECA is assessed a fee for outside food brought in from your chapter, the fee will be passed on and charged to your chapter for payment.

Students will find several lunch options within walking distance to the conference facilities. Food trucks will be local and available for purchase as well. A detailed list of vendors will be provided in February.

Advisors will be provided with lunch and snacks when assisting with competitive events.

Comprehensive Consent Form

The Comprehensive Consent Form can be found on the deca.org and alabamadeca.com websites. These forms will not be turned in to Alabama DECA but kept on file with the advisor of each chapter.

Cancelation Policy

Once registration has been submitted, full payment is expected by the conference deadline. No cancelations and/or refunds will be granted. Attendee substitutions are allowed until the substitution deadline.

Conference Hotel

The **Renaissance Hotel and Spa at the Convention Center** will host our conference and has a conference block of rooms for Alabama DECA. Rooms will be on a "first-come-first-served" basis. The hotel block for Alabama DECA SCDC is likely to reach capacity prior to the registration deadline. Once capacity is reached, Alabama DECA and the Renaissance Montgomery do not guarantee rooms. The conference rate is **$204** per room, per night (single, double, triple, quad) plus applicable state and local taxes (currently 17.5%). Please use the conference hotel reservation link when making reservations.

Advisor Information

Alabama DECA Advisors will be required to attend an informational session and SCDC orientation. Advisors will sign in to this meeting and receive advisor materials not included in SCDC chapter registration materials. At this meeting, information will be provided regarding the conference and competition updates. Advisors are required to assist with competitive events and monitor students

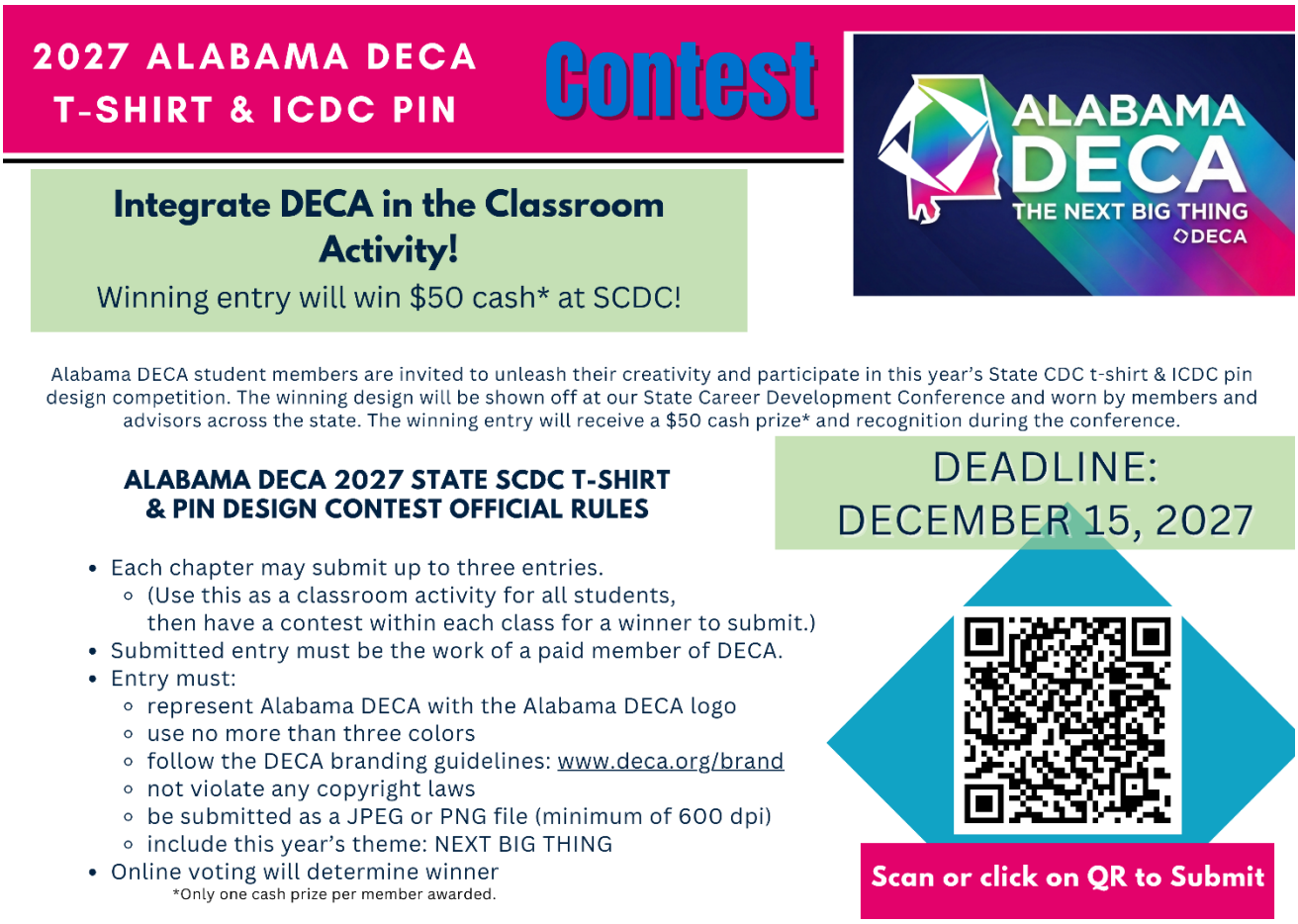
throughout the conference. A schedule as well as complete instructions will be provided the week prior to conference for each advisor's assignment. A special thank-you gift will also be given to advisors assisting the conference.

A conference app will be available this year and will be used to provide announcements/updates throughout the conference. The advisor SLACK app will also be used to disseminate conference information.

T-SHIRT AND ICDC PIN CONTEST

Alabama DECA student members are invited to unleash their creativity and participate in this year's State SCDC T-shirt & ISCDC pin design competition. The winning design will be shown off at our State Career Development Conference and worn by members and advisors across the state. The winning entry will receive a $50 cash prize* and recognition during the conference.
*Only one cash prize per member awarded.

Submit entries to this form: AL DECA T-Shirt & Pin Contest (wufoo.com)
DEADLINE to submit: December 15, 2026
DECA Inc. Branding Guidelines: DECA-Branding-Guidlines.pdf



ALABAMA DECA STATE CONFERENCE DRESS CODE

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

Professional attire acceptable for official DECA activities include:

Males

Business suit with collar dress shirt, and necktie or
Sport coat, dress slacks, collared shirt, and necktie or
Dress slacks, collared shirt, and necktie
Banded collar shirt may be worn only if sport coat or business suit is worn.
Dress shoes and socks

Females

Business suit with blouse or
Business pantsuit with blouse or
Dress skirt or dress slacks with blouse or sweater or
Business dress
Dress shoes

- Nylons when wearing skirts and dress are recommended but not required
- Dress and skirt length MUST be knee-length

Inappropriate attire, for both men and women, includes:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise, or bike shorts
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Casual sandals, flip flops, athletic shoes, industrial work shoes, boat shoes, hiking boots, bare feet, or over-the-knee-boots
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties

Two (2) points for each dress code infraction will be deducted from participant's total score.

COMPREHENSIVE CONSENT FORM
Alabama DECA

_____	_____
School	**Student Name**
_____	_____
Advisor	**Student: area code/phone number**
_____	_____
Advisor: area code/phone number	**Name of Emergency Contact**
	_____
	Emergency Contact: area code/phone number

Information: Complete all information for each DECA member prior to attending any region, state, or international DECA conference. This form must be on file with each local chapter advisor and with the local school system administration within two weeks of paying membership dues and be retained for one calendar year. Additionally, the DECA advisor **MUST** bring a complete form for each participant to ***each region, state, and international conference***. Completion and signing of this document indicate that the student, parent or guardian, and school administrator have read this form and approve its contents. Completing and signing of this document provides consent for:

1. Student travel, to and from, and attendance at conferences specified below
2. Emergency medical treatment
3. Student abiding by the Conference Code of Conduct and Dress Code
4. Waiver of Liability

Philosophy: It is a privilege and honor for a student to attend local, region, state and international DECA conferences. As such, each student represents his/her school, community, and family as a young business professional. Students are expected to follow all Rules and Regulations stated herein. In cases of uncertainty, the student should confer with his/her advisor prior to acting, since ignorance of Alabama DECA rules is not an acceptable excuse. Advisors, chaperones, and state staff assume the responsibility of enforcing Rules and Regulations to ensure, to the greatest degree possible, the safety and wellbeing of the student.

Conferences: Consent and approvals, indicated by the signing parties, are applicable to the following activities:
1. Alabama Career and Technical Student Organization Joint Leadership Development Conference
2. National DECA Southern Region Leadership Development Conference (SRLC)
3. Ultimate DECA Power Trip / New York Experience / Sports & Entertainment Marketing Conference
4. Alabama DECA State Career Development Conference
5. International DECA Career Development Conference

Travel and Attendance: As indicated by my signature on the following page, I give my son/daughter permission to travel to/from and attend the conferences referenced on this form.

Conduct and Dress Code: As indicated by our signatures on the following page, we have read and will abide by the Conference Code of Conduct and the Dress Code.

Travel and Attendance: As indicated by my signature, I give my son/daughter permission to travel to/from and attend the conferences referenced on this form.

Conduct and Dress Code: As indicated by our signatures, we have read and will abide by the Conference Code of Conduct and the Dress Code.

_____ _____

Advisor **Student Name**

As indicated by my signature below, I _____, _____
(Name of parent/guardian) (Relationship)

of _____, _____,
(Student) (age)

of _____
(Complete home address)

hereby authorize in advance the advisor or State DECA Staff to secure the services of a physician or hospital and to render payment for the expenses connected to necessary services in the event of an accident or illness involving

_____

Student Name

while traveling to and from and while attending all DECA activities.

Waiver of Liability: As indicated by our signatures below, we hereby, on behalf of _____
Student Name

absolve and release the school officials, the DECA chapter advisor(s) and the assigned State DECA Staff from any claims for personal injuries or illness which might be sustained while my son/daughter is in route to and from or while attending the DECA conference.

_____ _____

Student Signature **Date**

_____ _____

Parent/Guardian Signature **Date**

_____ _____

Advisor **Date**

_____ _____

Administrator **Date**

_____ _____

Insurance Company Name **Policy Number**

CONSENT AND RELEASE-MINOR

_____
(Print Student's Name)

I hereby grant consent, authority, and permission to ALABAMA DECA and to those acting with the authority of that organization, to use, reuse, publish, republish, the name, statements or comments, likeness, picture, photographic image, or videotape or electronic image, or videotape or electronic image of the minor (under the age of 19 years) below, in whole or in part, or composite or distorted, without restriction as to changes or alterations, without prior approval, in conjunction with original or reproductions in color or otherwise, in printed or electronic form, made though any medium or media, for illustration, promotion, advertising, trade, or any other purpose whatsoever.

I understand and agree that I will not receive any compensation for the use consented to herein. I hereby release and discharge all persons acting under the consent granted above from all liability, cause of action or claim civil or criminal, by virtue of any distorted or use, intentional or otherwise, that may occur or produced in the taking or subsequent processing or publication of my name, statements, comments, or the images covered herein.

I hereby warrant that I am of legal age and have the right to contract, consent, or grant release for the minor in the above regard. I also warrant that I have read the above consent and release, prior to its execution, and that I am fully familiar with the contents thereof. This consent and release shall be binding upon me, my heirs, legal representatives, and assigns.

_____
SIGNATURE OF WITNESS

_____
DATE

_____
PARENT/GUARDIAN/CUSTODIAN

_____
SIGNATURE

_____
DATE

_____
MINOR

_____
DATE

ICDC Qualifiers

The top winners in each event will earn a spot with Alabama DECA to compete at the INTERNATIONAL CAREER DEVELOPMENT CONFERENCE in

Anaheim, California

April 16 – 21, 2027

Event	# of qualifiers in each event eligible to compete at ICDC
Individual Series Events	4
Principles Events	4
Team Decision Making Events	4 Teams
Written Events	3 Teams
Professional Selling Events	3

ICDC

Anaheim, California **April 16 – 21, 2027**

- Registration: $220 + additional attractions and AL DECA Night (TBD)
  *includes conference registration, conference materials, admission to all DECA ICDC events, Alabama DECA materials/conference items, STG Travel fees
- Hotel:
  - Rates: $ per room/per night. (single/double/triple/quad) – this includes the room rate, 17.9% tax, plus $5 per room per night fee
  - Maximum of 4 per room
- Transportation may be made through Alabama DECA with STG Travel or chapter may secure own transportation.
- REQUIRED - Registration and housing for ALL attendees/chaperones/advisors/etc. must be made through ALABAMA DECA. There are no exceptions – this is a National DECA policy!