

Competitive Event Guideline Changes for 2007–2008

Food Marketing will now have only one level of competition. There will no longer be an associate and a management level.

Management Team Decision Making Events will not allow laptop computers or hand-held digital organizers in event preparation or presentation.

E-commerce Management Team Decision Making and E-commerce Business Plan will have a name change. They are now referred to as **Internet Marketing Management Team Decision Making** and **Internet Marketing Business Plan**.

Evaluations for all 30-page written events will reflect a 60% written evaluation and a 40% presentation evaluation.

Entrepreneurship Written and **Internet Marketing Business Plan** will have separate sets of guidelines.

Fashion Merchandising Promotion Plan will be a team event allowing one to three participants. A written test will also be added to this event.

A bibliography will now be required for the **Entrepreneurship Participating Event**, the **Advertising Campaign Event** and the **Fashion Merchandising Promotion Plan Event**. This increases the maximum number of pages for each event to 11.

Items 10 and 11 on the **Competitive Events Checklist** have been changed. Item 10 will read *Entry follows the sequence outlined in the guidelines. Additional subsections are permitted.* Item 11 will read *The page number of each section must appear in the table of contents.*

In the **Written Events Presentation Guidelines** the item referencing the dimensions of poster boards and presentation display boards has been changed to allow for manufacturer's variables of ½ inch and the desktop flip chart presentation easels specifies the dimensions of the page as 10 inches by 12 inches.

Qualifications for Entering International Conference Competitive Events

General Rules and Regulations

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in state/provincial, district and/or local competition.
5. All entry forms and creative entries must be submitted by the state/provincial advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer for all phases of competition during which they come in contact with a judge or judges. See a complete statement of the dress code on the following page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances.