

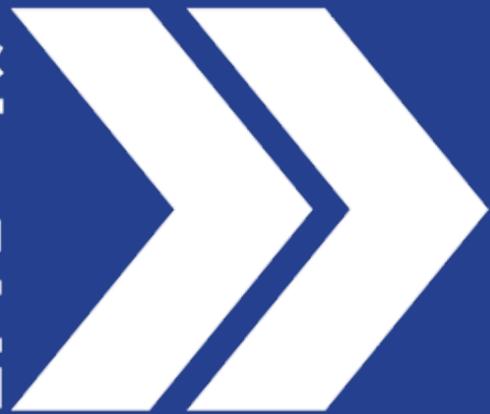
WISCONSIN
DECA
SPORTS &
ENTERTAINMENT
MARKETING
CONFERENCE
2016



CONFERENCE REGISTRATION PACKET
GREEN BAY | DECEMBER 17, 2016

SPORTS & ENTERTAINMENT MARKETING CONFERENCE

#WIDECASEM



From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage for an encore presentation, sports and entertainment marketing provides a rush for those interested in these career areas. Attend the Wisconsin DECA Sports & Entertainment Marketing Conference if you want learning from the professionals in these popular industries.

This year the conference will be held in Green Bay, WI where we will tour Lambeau Field, Packer Hall of Fame, and the Resch Center. Students will have an insider's perspective from these tours as they become the living classroom to complement the lessons from conference speakers.



[Click here](#) to follow the event



#WIDECASEM



[Click here](#) to view the SEM promo video!

CLASSROOM CONNECTION

This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Marketing executives will share information with students to help them:

- Describe the nature of target marketing in sports/entertainment marketing
- Describe pricing issues associated with sports/entertainment products
- Explain advertising media used in the sports/entertainment products
- Explain career opportunities in sports/entertainment marketing
- Identify “out-of-the-box” sales promotion ideas for sports/entertainment events
- Measure economic impact of sports/entertainment events

National Curriculum Standards for Business Administration

&

Wisconsin Standards for Marketing Management and Entrepreneurship

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TENTATIVE AGENDA

December 17, 2016

9:00 AM - 9:30 AM	Conference Registration, Resch Center		
9:30 AM - 10:15 AM	Opening Session, Resch Center Join us as we kick off the 2016 Sports & Entertainment Marketing Conference as we hear from industry experts.		
After the opening session the group will be divided into 3 Groups for tours and lunch. WI DECA will assign your chapter to a group after registration closes.			
	GROUP A	GROUP B	GROUP C
10:30 AM - 11:45 AM	Lambeau Field Tour & Packer Hall of Fame	Resch Center Tour	Lunch at Brett Favre's Steakhouse
12:00 PM - 1:15 PM	Resch Center Tour	Lunch at Brett Favre's Steakhouse	Lambeau Field Tour & Packer Hall of Fame
1:30PM - 2:45 PM	Lunch at Brett Favre's Steakhouse	Lambeau Field Tour & Packer Hall of Fame	Resch Center Tour
3:00 PM - 3:30 PM	Closing Session, Resch Center Featuring the Rim Rockers, Milwaukee Bucks Dunk Team		
3:30 PM - 4:30 PM	Own Your Future Networking Break, Resch Center Spend this time networking with WI DECA members from around the state		
4:30 PM - 6:30 PM	Green Bay Phoenix vs Belmont game, Resch Center		



REGISTRATION

REGISTRATION COST

(October 17 - November 17)
\$50.00 per attendee

REGISTRATION INCLUDES:

- Industry Speakers sharing insight and knowledge on sports marketing and entertainment
- Lambeau Field Tour
- Packer Hall of Fame Ticket
- Resch Center Tour
- Lunch at Brett Favre's Steakhouse
- Admission to the Green Bay Phoenix vs Belmont game.
- Networking with WI DECA members from around the state
- Conference T-Shirt

REFUND POLICY: Cancellations before November 17th will be 100% refundable. Any cancellations after November 17th will be non refundable.

CHANGES & SUBSTITUTIONS:

All changes must be submitted to Terri Mackey via email by December 15th.

DRESS CODE

WI DECA Chapter Pride

Jeans, Khakis, athletic shoes are allowed. Athletic style clothing such as track pants, sweat pants, or leggings are not allowed.

WI DECA will provide a long sleeve conference shirt upon arrival to the conference. Students should wear these shirts at the event. Please come dressed to have fun but keep in mind we will be interacting with industry professionals.

Come dressed for the weather! There will be times that walking outside will be necessary.

PAYMENT

All payments are due 30 days following the event. Submit payment with a copy of your invoice to the address listed on your invoice

PARKING/DROP OFF

WI DECA is working with the Resch Center to determine if there will be a charge for parking. If there is a charge, chapters will be responsible for payment.

Parking is at Lambeau Field and the lot can be accessed from Lombardi Avenue or Oneida Street.

Buses can drop off in front of the Resch Center in the morning, but will have to wait until at least 15 minutes post game to pick up in front of the building

Buses are required to park in the Lambeau Field Lot. Drop off and pick up is preferred in this location. There will be a back up of traffic if you plan to pick up in front of the Resch Center after the game. We strongly recommend that your drop off and pick up occur in the same location at Lambeau Field Parking. Bus pick up after events is supposed to be for people with limited mobility.

Handicapped parking is available in the Gold Lot. A D.O.T disabled parking pass or license plate is required to use these lots.



ONLINE REGISTRATION INFORMATION

Students must be registered DECA members to attend this conference. Once they are members, you can register them for this conference.

- Online registration will be open from October 17th - November 17th at 5:00pm. Register at: <https://www.decaregistration.com/wi-lab/Main.asp>
- You will **NOT** need to select an event or group for your chapter, WI DECA will assign students to tours.
- Please make sure you indicate the t-shirt size required for each participant.
- We will have a buffet lunch at the conference. Please indicate any special requests under SPECIAL NEEDS when registering. Terri Mackey will contact you and let you know if we are able to accommodate.

CODE OF CONDUCTS

Code of Conduct forms are required for all attendees. Click below to access these forms:

- [Student Code of Conduct](#)
- [Advisor/Chaperone Code of Conduct](#)
- [Administrator Code of Conduct](#)

DUE DATE: December 10th.

You can track who has submitted their form by [clicking here](#). Starting November 21st, Terri Mackey will update this link every Monday. If you need to see an updated list before the next update comes out, please email Terri Mackey.

CHAPERONE RATIO

16:1

A minimum of one advisor/chaperone for every 16 students is required for registration. If you are sharing a chaperone with another chapter, please let Terri Mackey know before you register!

HOUSING

Due to the timing of the event WI DECA did not secure a hotel room block this year. If you would like to stay overnight, you will have to find your own accommodations.