**AGENDA**

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| Sunday, February 8, 2026 |
| 12:00 p.m. – 3:00 p.m. | Set Up Day / Travel Day for Chapters |  |
| Monday, February 9, 2026 |
| 7:30 a.m. – 8:00 a.m. | **Registration** | Lower-Level Lobby |
|  8:00 a.m. – 9:00 a.m. | **Opening Session** | Exhibit Hall B |
|  9:10 a.m. – 9:20 a.m. | **Facilitators & Advisors Briefing** | Exhibit Hall A |
|  9:30 a.m. – 12:30 p.m. | **Prep Area** **Student HOLDING** | Exhibit Hall B **Holding Rooms**: Exhibit Hall B  |
| 9:30 a.m. – 1:30 p.m. | ***Role Play Events*****Individual Events*** Apparel & Accessories Marketing Series (AAM)
* Accounting Application Series (ACT)
* Automobile 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 (MCT)
* Personal Financial Literacy Event (PFL)
* Quick Serve Restaurant Management Series (QSRM)
* Restaurant and Food Service Management Series (RFSM)
* Retail Merchandising Series (RMS)
* Sports and Entertainment Marketing Series (SEM)

**Principles Events*** Principles of Business Management (PBM)
* Principles of Finance (PFN)
* Principles of Hospitality and Tourism (PHT)
* Principles of Marketing (PMK)
* Principles of Entrepreneurship (
 | **Prep Area:** Exhibit Hall B**Role Play Area:** Exhibit A |
| **12:00p.m. – 1:00 p.m.** | ***\*Working Lunch\**** |  |
| 1:30 p.m.- 4:30 p.m. | ***Written Event Presentation Events*** |  |
|  | **Business Management & Entrepreneurship*** Innovation Plan (EIP)
* Business Growth Plan (EBG)
* Independent Business Plan (EIB)
* Start-Up Business Plan (ESB)
* Franchise Business Plan (EFB)
* International Business Plan (IBP)
 | Meeting Room 1 |
|  | **Business Operations Research Events*** Business (BOR)
* Buying and Merchandising (BMOR)
* Finance (FOR)
* Hospitality and Tourism (HTOR)
* Sports and Entertainment (SEOR)
 | Meeting Room 5 |
|  | **Chapter Team Events*** Community Service Project (CSP)
* Creative Marketing Project (CMP)
* Entrepreneurship Promotion Project (EPP)
* Financial Literacy Promotion Project (FLPP)
* Learn and Earn Project (LEP)
* Public Relations Project (PRP)
 | Meeting Room 2 |
|  | **Integrated Marketing Campaign Events*** Integrated Marketing Campaign - Event (IMCE)
* Integrated Marketing Campaign - Product (IMCP)
* Integrated Marketing Campaign - Service (IMCS)
 | Meeting Room 3 |
|  | **Professional Selling Events*** Financial Consulting (FSE)
* Hospitality & Tourism Professional Selling (HTPS)
* Professional Selling Event (PSE)
 | Meeting Room 6 |
| Monday, February 9, 2026 |
| 9:30 a.m. – 1:30 p.m. |

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| ***Role Play Events*****Team Events*** Business Law & Ethics Team Decision Making (BLTDM)
* Buying & 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 & Entertainment Team Decision Making (STDM)
* Travel & Tourism Team Decision Making (TTDM)
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 | **Prep Area:** Exhibit Hall A**Role Play Area:** Exhibit Hall B |
| **12:00- 1:00pm** | **\*Working Lunch\*** |  |
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| 2:30 a.m. – 4:00 p.m. |
|  5:00 p.m. – 5:30 p.m. |
|  5:35 p.m. – 6:00 pm  |

7:30 pm – 10:00 pm11:30 p.m. |

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|  | **Scholarship Interviews** |  |
|  | Candidate RallyVoting Session |  Hallway leading to escalators.Meeting Room 7 |
| ***ANY STUDENT MAY ATTEND THE OFFICER CANDIDATE RALLY!!!******ONLY VOTING DELEGATES ARE ALLOWED FOR VOTING DELEGATE SESSION!!!******ALL VOTING DELEGATES MUST BE CHECKED AT THE DOOR.******VOTING SESSION DOORS CLOSE PROMPTLY AT 5:30 P.M.******NO OFFICER CANDIDATE OR CANDIDATE ADVISOR IS ALLOWED IN THIS ROOM DURING THE VOTING DELEGATE SESSION!!!*** |
|  | Dinner (on your own)**TBA Entertainment** |  |
|  | Mandatory Curfew |  |
| * ***Students must be in their rooms. Security will be present. Advisors are responsible for their students at all times. Students ARE NOT to exit their assigned rooms after 11:30 p.m. without the presence of their advisor for any reason. Extra security has been hired to escort students to the lobby to meet parents or guardians so they may be sent home at the time of the infraction. Students breaking rules will not be allowed to attend future DECA conferences.***
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 | Meeting Room 6 |
|  | Tuesday, February 10, 2026 |  |
| 8:30 a.m. – 10:30 a.m. | **Grand Awards Session** | Exhibit Hall B |
| 10:40 a.m. – 11:15 a.m. | **Mandatory** DECA Advisor Meeting for ICDC | Exhibit Hall B |
| 11:20 a.m. – 11:40 a.m. | 2026 - 2027 State Action Team Meeting | Meeting Room 1 |