



BACK TO BUSINESS COMPETITION October 27 & 28, 2024

CONFERENCE OVERVIEW

This competitive event conference will be a 1-day conference with registration from 8:00 a.m. – 9:00 a.m. on Monday. Opening briefing will be held at 9:00 a.m. and events and activities will follow beginning at 9:30 am. Closing Awards will conclude at 3:30 pm.

All members will all be assigned a role play time (Principles of Marketing Event for 1st year DECA Members and Marketing Communication Series Event Role Play for returning DECA Members), take a general comprehensive exam and have 2 competition related workshops they will be scheduled for. *Members may opt to take their exam on their own device instead of paper and pencil. Please indicate in the registration system if they wish to use their own device. We need to have a count prior to the conference.*

**no special requests for specific competition times will be granted due to the large numbers participating in a short window of time.*

All advisors will be expected to serve as role play judges. The competition will take place in the exhibit hall of the Hyatt. If an advisor does not wish to judge, they must provide a replacement e.g. chaperone, parent, administrator or alumni. We welcome recent grads/alumni members to serve as judges. There is an option within the registration system for this.

All chapters must have an advisor registered and in attendance with their members to be eligible to participate.

CONFERENCE DATES AND LOCATION

The 2024 Back to Business Challenge with the total focus being introduction to competition will be held Monday, October 28, 2024 at the Hyatt Regency Minneapolis. Rooms & activities are also available for those that wish to have it an overnight/2-day experience.

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN
612-370-1234

REGISTRATION FEE

Registration fee for students and advisors for the Fall Leadership Conference is as follows:

2-day fee when lodging is utilized:	\$75.00
1-day fee without lodging:	\$105.00

The registration fee includes opportunity for competition, awards, hooded sweatshirt, luncheon, speakers' fees and gratuities. If your chapter chooses the 2-day option, there will be workshops and entertainment on Sunday evening.

Chaperones are not charged a registration fee, but please keep in mind that conference hoodies are not provided for chaperones. Advisors are able to purchase as well as the conference garment for them well as an upgraded advisor garment in the registration system. MN DECA covers the registration fee for State Officers but advisors must register them in the system.

ADVISOR GARMENTS AVAILABLE FOR PRE-ORDER

See flier for additional details. This garment is only available for order through the B2B registration. Must be preordered.

LUNCH BUFFET INCLUDED IN REGISTRATION

Students & Advisors will have a pasta lunch buffet included. This will allow chapters safety in staying within the premises as well as convenience for lunch in a timely fashion as time is very tight in the agenda. **If you wish to purchase the lunch for your chaperones that are not judging**, you may do so in the registration system for \$26.

OPTIONAL EVENING BUFFET AVAILABLE FOR THOSE UTILIZING SUNDAY NIGHT LODGING

Optional taco bar buffet will be available for those who wish to pre-purchase for \$35 tax included. Please indicate in the registration system.

Use the online system for registering Advisor/Chaperone/Student Delegates for the conference. Registration needs to be submitted as well as housing requests if utilized are due on or before October 1, 2024. **REGISTRATION SYSTEM WILL OPEN TENTATIVELY ON SEPTEMBER 14. You will receive a message from the registration system.**

SUBMIT REGISTRATION & HOUSING (if used) ONLINE AND SEND PAYMENT FOR **BOTH** to MN DECA. If you are requesting lodging for Sunday night, you will NOT pay the Hyatt. The room charges will be included on your conference registration invoice and paid to MN DECA.

It is the advisor's responsibility to download the invoice from the registration system and submit for payment. DECA does not send an invoice – it is available on your dashboard as soon as you submit in the registration system.

MN DECA reserves the right to not accept late registration from a chapter that is submitted after the deadline date. Additional attendees to already registered chapters will be given consideration on a chapter by chapter basis.

MN DECA
21576 NE Pickerel Lake Drive
Detroit Lakes, MN 56501

LATE FEE POLICY

If payment is not received **PRIOR** to the official start of the conference, even if attendee list was submitted on time, a \$50 administrative fee will be applied to invoice. Please be certain that your fees are submitted in a timely manner. Late payment is verified by the date the check is cut. Individual personal checks from student attendees will not be accepted.

REFUND POLICY

To be accepted, cancellations must be submitted through the online registration system. The following administrative charge policy will be followed and reflected on your updated invoice on your dashboard:

- 50% refund will be made on cancellations submitted and received on or before October 15, 2024 on Back 2 Business Conference Registration. Substitutions are encouraged.
- **No refund for cancellations after October 15, 2024.** Substitutions are allowed. Each Chapter Advisor is responsible for making all cancellations and/or substitutes or changes to lodging directly with MN DECA.

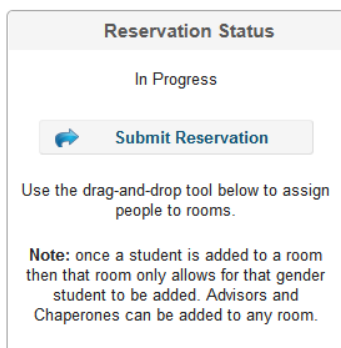
HOTEL RESERVATION PROCEDURE & LODGING COSTS

Please utilize the online registration system to submit your housing needs if you would like to arrive on Sunday. This process (which includes the actual conference registration) needs to be complete on or before October 1. **Room fee for all room types is \$214.00** (room, city recovery fee & taxes). This rate is for single, double, triple or quad occupancy. For example, if you have 4 students occupying a room, the rate of \$214 is divided by 4, you would charge the cost of \$53.50 per room member in the room of 4.

All housing payments are made directly to MN DECA WITH YOUR REGISTRATION FEES. The housing fees will be on your conference registration system. **MN DECA does not accept credit cards or purchase orders.**

Reservations are made only by submitting the housing needs via the online registration system. Cancellations after registration closes must be made through the conference registration system – do not call the hotel as Minnesota DECA is managing all housing.

Here is a screen shot of what the process will look like when you are in the online system:



CHECK-IN PROCEDURE

The check-in procedure will be as follows:

1. Upon arrival at the hotel, chapter advisor from each delegation should pick up the room keys for the entire chapter from the front desk. Please note: Hotel check-in time is 3:00 PM. Some rooms may be ready earlier, but be prepared for later check-in.
2. If there are cancellations after you have submitted the reservation and registration forms, it will be necessary to notify the hotel. This request is necessary to ensure that your chapter is not charged for unused sleeping rooms.
3. You will receive your conference registration materials from the conference reg room.

CHECK-OUT PROCEDURE

Prior to departure, each chapter advisor should pay for any incidentals that may have been charged to your rooms. To assist the hotel, we suggest students move bags to advisors' rooms the morning of departure.

OPTIONAL DAY AT VALLEY FARI – Sunday afternoon

MN DECA is excited to offer an off-site educational experience as part of your **Back 2 Business Challenge**. A field trip will be offered prior to the start of the B2B Challenge. *This will be an add on event and is not a part of the registration fee for B2B.*

At this exclusive presentation for MN DECA, members will learn the ins and outs of developing and executing an intricate and thrilling marketing campaign for the long-awaited return of Valleyfair's most popular event: ValleyScare. Valleyfair's Marketing team will share their insights and discuss the avenues of marketing that they are using to promote the event including radio, in-park strategies, social media, digital advertising, and more. After the presentation, the day is yours to enjoy the park!

WHEN: Starting at 10:30 am - Sunday, October 27, 2024

WHERE: Valley Fair, Shakopee, MN **transportation between Hyatt and Valley Fair is not provided*

TOUR COST: \$50 advisors and members

EXPERIENCE INCLUDES:

- Tour (prior to afternoon in park)
- Admittance to Park
- Food & Beverage voucher for park
- Raffle Prizes – given out Sunday evening at hotel activities

The registration/purchase for this field trip will be handled through our MN DECA (Sports Engine) Website – www.mndeca.org When you purchase tickets you will need to have a credit card available to make the purchase through our website.

Registration for tour tickets is open through our state website: www.mndeca.org