



PRESENTS

STATE FAIR COMPETITION 2023

GENERAL INFORMATION

- Marketing and DECA Day Sept. 27, 2023
- Gates open at 10:00 a.m.
- All Chapters must register with VA DECA as well as with the State Fair. This includes non-competing chapters.
- **Step 1:** Gate entrance tickets for the fair must be reserved and payment arranged prior to arrival.
[SFVA-ED-EXPO](#)
 - Be sure to click on the correct date and [REGISTER](#) or [RESERVE](#)- **Wednesday, September 27th**
 - [REGISTER](#) method requires a credit card payment and is non-refundable. Once you finish this process, you will receive a confirmation email. *Paying in advance will allow for paid groups with tickets in hand to enter the Fair through Gate 2 and park nearby.
 - [RESERVE](#) method allows chapters to pay at the gate with a credit card or check. **Cash will not be accepted.** Chapters will be required to pay for the number of tickets reserved.
 - Tickets are \$8.00 per student
 - With 8 student tickets, you will receive one free adviser/adult ticket. (Additional adult tickets are \$11.50)
 - Ride wristbands are \$23.00
 - Once you finish the REGISTER or RESERVE process, you will receive a confirmation email.
 - Additional Ticket Information:
[https://cdn.saffire.com/files.ashx?t=fg&rid=StateFairVA&f=2023 Ed Expo and Ticketing Information for Teachers1.pdf](https://cdn.saffire.com/files.ashx?t=fg&rid=StateFairVA&f=2023%20Ed%20Expo%20and%20Ticketing%20Information%20for%20Teachers1.pdf)
- **Step 2:** Register with VA DECA. If your students are not competing please register 1 Advisor and answer the required questions. <https://www.decaregistration.com/va-statefair/Main.asp>

SCHEDULE OF THE DAY

- 10:00 AM - Gates Open. Advisors and competitors should make their way to the Best in Show Tent
 - Advisors will check in at the competition registration desk at the Best in Show tent.
 - No money will be accepted at the tent.
 - Substitutions will be accepted.
 - Chapters with early competition times should head directly to the tent.
- 10:15 AM - All judges arrive. Judges should make their way to the Best in Show tent as soon as gates open.
- 10:30 AM - Competition begins. Student competitors should arrive early to their competition time.
- 11:00 AM - Branding Challenge Submissions due in Best in Show Tent
- 1:00 PM - All competitions conclude.
- 1:30 PM - Awards Presentation
- 2:00 PM - All materials picked up by chapters.

DECA COMPETITIONS

Virginia DECA provides chapters with the opportunity to expose our students and members to competition prior to their District Leadership Conference. Register Your Chapter for [DECA Day at the State Fair](#)

- Chapters will be billed a separate charge by VA DECA to compete this year. The student competition fee is \$5 per student.
- Names are due prior to competing. **Deadline for Online Registration is September 20, 2023.**
- Substitutions can be made on the day of the fair.
- Each chapter participating will provide a minimum of one judge per 10 competitors at their own expense.
- Only registered chapters and students will be allowed to compete. NO additions on the day of the fair. Substitutions will be accepted.
- Competitors must drop off Branding Challenge entries to the Best In Show Tent by 11:00 a.m. Judges will evaluate entries - there will be no presentation for this event.
- New This Year - Promotional Campaign participants will present their boards to a Judge. Presentation times are limited to 5 minutes. Presentation times will be provided prior to arriving at the State Fair. Students may leave their boards at the competition tent while they wait for their times.
- Role Play Competitors will have their times prior to arriving at the State Fair.
- Results/Awards announced at 1:30 p.m.
- All materials must be picked up by 2PM.

Event	# of Entries Per Chapter	# of Competitors per Entry	Competition Details
Scavenger Hunt	Open to All Attendees	1 per Attendee	Turn in completed form for prize at tent.
Role Play New Competitors	10 Entries	Teams of 2 Members	Prepare for 10 minutes Present to Judge for 10 minutes
Role Play Experienced Competitors	10 Entries	Individual Competitor	Prepare for 10 minutes Present to Judge for 10 minutes
Branding Challenge	10 Entries	Teams of 1-3	Prepared at school Submitted by 11AM onsite No Judge interaction
Promotional Campaign	10 Entries	Teams of 1-3	Prepared at school Present to Judge for 5 minutes

SCAVENGER HUNT - OPEN TO ALL STUDENTS ATTENDING IN YOUR CHAPTER

- Chapters may submit the number of entries equal to the number of attendees. Prizes will be awarded based on accuracy and speed of submission. **Chapter Advisors will receive a digital copy of the scavenger hunt to print**

copies for their students attending. Copies WILL NOT be available at the fair. Students should provide their own pen/pencils to complete the scavenger hunt.

- Students should bring their scavenger hunt by the Best In Show tent where a state officer or volunteer will verify completion and present prize options.
- Students will receive a stamp on their scavenger hunt after receiving their prize. VA DECA will not be collecting scavenger hunts from students.

ROLE PLAY COMPETITION - NEW AND EXPERIENCED COMPETITORS | 10 ENTRIES PER CHAPTER PER ROLE PLAY

- Two different role plays will be offered at the State Fair in 2023. The instructional area for both role plays will be customer relations.
- Students who have never competed before should participate in the Role Play for New Competitors.
- **New Competitor Role Play will be teams of 2 students with a 10 minute prep and 10 minutes to present.**
- **Experienced Competitors will be individual competitors with a 10 minute prep and 10 minutes to present.**
- Students who have competed before should participate in the Role Play for Experienced Competitors.
- For this event the student(s) will complete one role play.
- This event does NOT include a test.
- Top performers from each flight will receive a VA DECA medal.

BRANDING CHALLENGE | 10 ENTRIES PER CHAPTER | Teams of 1-3 Students

- Teams of 1-3 chapter members.
- How would you rebrand the community/locality your school is in?
- What can you do to elevate the level of interest and enthusiasm for your local community?
- Create a logo and/or slogan to promote your community.
- Finished product should be on an 8 ½ x 11 sheet of paper.
- Submissions may be in portrait or landscape.
- Please include the name of your community/locality and a brief description of your community at the top of your entry.
- Please include the student name(s) and chapter on the back of the entry.
- Top performers from each flight will receive a VA DECA medal.

Sample Entry (Front)
Standard sheet of paper.

Name of Community/Locality

Brief description of community/locality (No more than 1 Paragraph)

Remainder of page will be used for logo and/or slogan

Total Size: 8 ½ x 11

- Chapters may submit a maximum of 10 teams into the Promotional Campaign Competition.
- Teams of 1-3 chapter members. ONE tri fold presentation board permitted per team.
- Team names are due at the time of registering online.
- Substitutions may be made by the chapter advisor on the day of the fair.
- New this year: Students will be given 5 minutes to present their campaign to a judge.
- **Event:** Develop a social media marketing campaign for the free entertainment at the State Fair of Virginia. The campaign should focus on the 30 days leading up to the fair opening. Entries should illustrate how your campaign addresses each of the 4 P's of marketing and a description of your target market.
- Top performers from each flight will receive a VA DECA medal. (If a team, each member will receive a medal)
- Students may wish to start by researching what free entertainment the State Fair of Virginia offers
<https://www.statefairva.org/p/attractions--events/featured-attractions>
- **Entry:** Using ONE **tri fold presentation board** please include the following:
 - o Showcase campaign activities planned.
 - o Describe/illustrate how the campaign addresses the 4 P's of marketing including a detailed description of your target market.
 - o Identify the appropriate Social Media platform(s) your campaign will utilize and include the target market you expect to reach through each platform used.
 - o Include at least FOUR (4) mock up posts and a calendar of scheduled release of your posts. Be specific!