



AT THE GEORGIA NATIONAL FAIR

Shannon Aaron, Coordinator
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DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA members organize into chapters around courses, programs of study, academies or other forms of career and technical education programs that are engaged in preparing high school and college students for careers in marketing, finance, hospitality and management.

Open to all bona fide DECA members in the state of Georgia. Entries may be made as individuals or teams, as specified in the rules for each competition.



www.GeorgiaNationalFair.com



Enter online at www.GeorgiaNationalFair.com
(<http://www.georgianationalfair.com/youth-educational-exhibits/>) by **September 20, 2017.**

2017 Georgia DECA Fall Rally Competitions

Georgia DECA will have 4 competitive events at the Fall Rally:
Chapter Brochure
Chapter T-shirt Design
DECA Promotional Pitch
Individual DECA Theme Speech

Premiums will be awarded as follows:

<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th-10th</u>
\$150	\$100	\$75	\$50	\$25	Ribbon

Required Forms to Bring with You to the Fair on Friday, October 13:
Green "Georgia DECA" Bus Form for Bus windshields
Georgia National Fair Attendance Form
Georgia National Fair Online Registration Confirmation for each entry
Permission Forms for each chapter attendee (including chaperones and advisors)

For more information and to register on the rally go to:
<https://www.decaregistration.com/ga-fallrally/Main.asp>

All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.

Online registration with Georgia National Fair is required for all entries. Deadline is Sept. 20, 2017. Required password must be obtained by Sept. 18.

Exhibitors will be required to turn in a copy of their online registration confirmation to check-in for competitions.

GEORGIA NATIONAL FAIR DECA SUPERIOR CHAPTER AWARD

1st Place - Superior Chapter - \$500
2nd Place - Reserve Superior Chapter - \$250

Sponsored by the Georgia National Fair

All placings will be put on a point system, example: 1st place=10 pts, 2nd place=9 pts, etc. These points will be calculated by chapter and the chapter with the highest accumulated points after the last competition will receive a GNF Superior Chapter Award plaque and \$500. The second place chapter will receive a GNF Reserve Superior Chapter Award plaque and \$250.

CHAPTER BROCHURE EVENT

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770-630-3967 • georgiadeca@gmail.com

**THIS IS A CHAPTER EVENT AND SHOULD BE ENTERED IN THE CLUB NAME
(EXAMPLE: Smith High School DECA).**

Enter online at www.GeorgiaNationalFair.com
(<http://www.georgianationalfair.com/youth-educational-exhibits/>) **by September 20, 2017.**

*****Brochures are due electronically by September 30, 2017 to georgiadeca@gmail.com**

DIVISION 60101 CHAPTER BROCHURE EVENT

CLASS

01 Membership

A copy of the online registration confirmation will be required to check-in for competition.

CONTEST RULES:

- All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.**
- Entries are limited to one entry total per chapter.
- Membership Brochures should detail information about recruiting local members to join your chapter.
- Entries must be the original work of the local chapter. Copy ready brochures provided by the state or national offices are not acceptable. However, official logos may be used.
- Entries must be printed on 8 ½ x 11 inch paper. They may be trifold brochures or they may be duofold (booklet type) brochures. Each brochure is limited to ONE sheet of paper. No multipage brochures will be accepted.
- Brochures may be color or black and white. Preprinted brochures are acceptable as are brochures on colored paper.
- Brochures from the top 10 winners will be on display in Heritage Hall during the Georgia National Fair.
- One chapter representative from each chapter entered into the Event will have reserved seating at the front of the stage during the General Session. The top 10 winners will be recognized on stage.

EVALUATION:

- Effectiveness of the Message** (what is DECA, how do you join, what do you get out of it?) **(20 points)**
- Page layout, principles used in design, clip art selection & placement, font selection & usage** (does it flow well and is it easy to read as a tri-fold or bi-fold brochure?) **(20 points)**
- Creativity** (color usage, theme) **(20 points)**
- General Appearance** (neatness, legibility, balance) **(20 points)**
- Accuracy and Appeal of Information provided** **(20 points)**

CHAPTER T-SHIRT DESIGN EVENT

Shannon Aaron, Coordinator
770-630-3967 • georgiadeca@gmail.com

**THIS IS A CHAPTER EVENT AND SHOULD BE ENTERED IN THE CLUB NAME
(EXAMPLE: Smith High School DECA).**

Enter online at www.GeorgiaNationalFair.com
(<http://www.georgianationalfair.com/youth-educational-exhibits/>) by **September 20, 2017.**

Mail T-shirts and a copy of the online registration confirmation to the Georgia DECA State Office
by **September 30, 2017.**
110 Maple Leaf Drive
Oxford, GA 30054
georgiadeca@gmail.com

DIVISION 60201 CHAPTER T-SHIRT DESIGN EVENT

CLASS

01 Chapter T-Shirt Design Event

A copy of the online registration confirmation will be required to check-in for competition.

CONTEST RULES:

1. **All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.**
2. Entries are limited to one entry total per chapter.
3. Entries must be the original ideas of the local chapter.
4. Entries should contain the T-shirt only, no printed materials should be submitted.
5. DECA logo is optional for the design (refer to the national website for further details on proper logo usage www.deca.org). Incorrect usage of the DECA logo will result in disqualification.
6. One T-shirt and a copy of the online registration confirmation should **be mailed to the state office** by September 30 (T-shirts from the top 10 winners will be on display in Heritage Hall during the Georgia National Fair, T-shirts will not be returned).
7. Chapters are strongly encouraged to wear their Chapter T-shirt to the Rally.
8. One chapter representative from each chapter entered into the Event will have reserved seating at the front of the stage during the General Session. The top 10 winners will be recognized on stage.

EVALUATION:

1. **Visual Appearance** (Is it visually appealing? Would students want to wear it? Is it too busy?) **(20 points)**
2. **Creativity** (theme, original design?) **(20 points)**
3. **Use of Graphics** (too many, too few, placed well, relevant?) **(20 points)**
4. **Overall Design** **(40 points)**

INDIVIDUAL DECA THEME SPEECH EVENT

Shannon Aaron, Coordinator
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THIS IS AN INDIVIDUAL EVENT AND SHOULD BE ENTERED IN THE INDIVIDUAL'S NAME (EXAMPLE: Bobby Smith).

Enter online at www.GeorgiaNationalFair.com
(<http://www.georgianationalfair.com/youth-educational-exhibits/>) **by September 20, 2017.**

WHEN: Friday, October 13

CHECK-IN: 1:45 p.m.

WHERE: Heritage Hall Stage *Contest begins:* 1:55 p.m.

DIVISION 60301 INDIVIDUAL DECA THEME SPEECH EVENT

CLASS

01 Individual DECA Theme Speech Event

A copy of the online registration confirmation will be required to check-in for competition.

This is an individual event and should be entered in the individual's name (ex. Bobby Smith).

CONTEST RULES:

- All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.**
- Entries are limited to one individual student per chapter.
- Students must prepare a speech on the theme: **"How my experiences are "LIMITLESS" because of my involvement in DECA"**
- Order of competition will be pre-assigned on a random selection basis. Competitors shall report to the Heritage Hall Stage Area at 1:25 p.m. to sign in. Competition will begin at 1:30 p.m.
- Competitors may use 3" x 5" index cards only for brief outline/key ideas. Any other material will not be allowed. At the time of competition, competitors shall be introduced to the judges and will present his/her speech using no references other than his/her 3" x 5" index cards.
- Props may not be used. If props are used the competitor will be disqualified.
- The speech shall be a maximum of three (3) minutes in length. The timekeeper shall give a 1 minute warning. The competitor will be stopped when the three minutes are up.
- A microphone will be provided and the competition is open to spectators.
- Competitors must be dressed appropriately and professionally.
- Individual competitors from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage.

EVALUATION:

- Content (45 points)**
- Organization (30 points)**
- Delivery (25 points)**

DECA PROMOTIONAL PITCH EVENT

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THIS IS AN INDIVIDUAL EVENT AND SHOULD BE ENTERED IN THE INDIVIDUAL'S NAME (EXAMPLE: Bobby Smith).

Enter online at www.GeorgiaNationalFair.com
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WHEN: Friday, October 13

CHECK-IN: 12:50 p.m.

WHERE: Heritage Hall Stage *Contest begins:* 1:00 p.m.

DIVISION 60401 DECA PROMOTIONAL PITCH EVENT

CLASS

01 DECA PROMOTIONAL PITCH Event

A copy of the online registration confirmation will be required to check-in for competition.

CONTEST RULES:

1. **All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.**
2. Entries are limited to one individual student per chapter.
3. Students must present an exciting and innovative business idea. It is purely a "pitch" with nothing but the value of the idea and the presentation skills to support it.
4. Order of competition will be pre-assigned on a random selection basis. Competitors shall report to the Heritage Hall Stage Area at 12:50 p.m. to sign in. Competition will begin at 1:00 p.m.
5. Competitors may use 3" x 5" index cards for brief outline/key ideas, as well as props that will fit on a 6 ft. table. A sample of the product is preferred, but not required.
6. The presentation shall be a maximum of three (3) minutes in length. The timekeeper shall give a 1 minute warning. The competitor will be stopped when the three minutes are up.
7. A microphone will be provided and the competition is open to spectators.
8. Competitors must be dressed appropriately and professionally.
9. Individual competitors from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage.

EVALUATION:

1. **Innovative Idea (45 points)**- A completely new idea with compelling potential will do well, even if the proposed details of its execution seem doubtful.
2. **Proof of Market (30 points)**- Each pitch should identify a profitable group of people with a unique need that the business would address
3. **Demonstration of Competitive Advantage (25 points)**- Once the market is identified, if it is truly viable, it will probably already have businesses competing directly or indirectly for it. Each pitch should acknowledge these competitors and explain what would set its own company apart. If there are no competitors, the pitch should explain why the market is empty and how they can viably enter it.