



VIRGINIA

DECA



EXPAND YOUR
HORIZONS

VIRGINIA DECA

2026 • 2027

State Leadership Conference
February 26-28, 2027
PREVIEW & HOTEL GUIDE

@VADECA | 2026-2027

WWW.VADECA.ORG



IMPORTANT SLC DATES

September

- 15 DLC Instructional Areas Announced

October

- **2 SLC Housing Form and Statement of Compliance Due**

November

- 3 - State Officer Applications Due
- 10 - Online State Officer Candidate Test, 5:00pm
- 12 Virginia DECA Day
- 15 Initial Online Membership Roster Due | deca.org/register

December

- 4 VA DECA Blazer Challenge Deadline
- 4 VA DECA DAY Submission Due Online
- 4 Honor and Merit Applications Due
- 7-9 State Officer Candidate CAA Interviews
- 11 VA DECA Scholarship Applications Due
- 18 Last Day of District Leadership Conferences
- **31 Membership Deadline - # of SLC Voting Delegates**

January

- 5 Virginia DECA Diamond Fund - Form Due
- 11-12 State Officer Slating Interviews
- **11-15 SLC Registration Week | [Link](#)**
- 15 VA DECA Membership Submitted / Paid SLC Eligibility
- 15 Individual SBE Certification Completed - to be SLC recognized
- **18-22 SLC Adjustment Week - Use Google Form to report errors.**
- 20 VA DECA Diamond Fund Awards announced
- **20 Outstanding Advisor, Friend of DECA, Annual Report Due**
- **22 SLC Registration Lock Date. No Changes & Refunds.**
- 29-30 SLC Planning Meeting | Richmond, VA

February

- **1 Prepared Events Due Online**
- **5 SLC Payment Due**
- **8-12 SLC Testing Week**
- 15 ICDC Competitors' Final Membership Eligibility
- 16-18 ICDC Pre-Registration for SBE, Academy, Virtual Events.
- 17-18 VA DECA Scholarship Finalist Interviews
- **26-28 State Leadership Conference | VA Beach**



SLC General Event Information

Who Should Attend SLC?

- Students who placed at their District Leadership Conference
- Students competing in Team Decision Making or DECA's Prepared Events
- SBE Teams
- Future Chapter Leaders
- Student Entrepreneurs currently launching or running their own business
- State Officer Candidates
- Students interested in being a conference intern

Competitive Events

- The next page you includes a breakdown of allocations for competitive events at SLC. **Please stick to these allocations.**
- SBE Teams will compete at the State Leadership Conference (SLC). Certified chapters may submit one team per SBE Certification submitted to DECA in January. These teams do not advance to compete at ICDC. At ICDC, SBE participation is through the SBE Academy, which is only open to chapters that certify or recertify.

State Leadership Academy (SLDA)

SLDA participants will have the opportunity to participate in different workshops led by professional leadership trainers and coaches.

- Details about topics and programming for SLDA will be available prior to SLC.
- Each chapter can send up to five students for SLDA.
- If you are a new chapter or would like to request additional slots for SLDA, email Shannon Tual at StateAdvisor@vadeca.org

Entrepreneurship Pitch Lab Do you have students who are launching or operating their own business?

- Students who are launching or currently operating their own business are invited to the VA DECA Entrepreneurship Pitch Lab.
- Students participating will have a table with two chairs.
- Setup will take place on Friday, February 27.
- Students will pitch their businesses to their peers on Saturday, February 28.
- Chapters are limited to 5 number of students participating.
- Students may also compete in an event but it is not a requirement.
- Conference participants will be invited to visit booths and vote for businesses. Recognition will be given on Sunday morning.

Conference Intern The VA DECA Conference Intern program continues this year. We are able to accept a **max of 5 students.**

- Students will assist beginning at opening session and concluding at the closing session. A schedule will be provided to selected participants.
- This is ideal for students who are not interested in competing but enjoy DECA conferences.

State Officer Candidates

State officer candidates should refer to the State Officer Application packet for more information. Details can be found at <https://www.vadeca.org/runforoffice>



SLC Important Guidelines

Registration Window: January 11-15, 2027

- Registration Site: <https://www.decaregistration.com/va>
- **Students must be PAID DECA members to register for SLC and ICDC**
- **Student-to-Adult Ratio:** Chapters must adhere to DECA's required student-to-adult ratio of 10:1. For ICDC, the ratio is 8:1 per DECA Inc. policy.
- All registrations will be monitored for compliance.
- **January 22 SLC Registration Lock Date. No Changes & Refunds.**

Registration Requirements:

- All **advisors and chaperones** must be registered for the conference.
- **Advisors may not register as chaperones.** Registrations and invoices will be reviewed and adjusted if needed.
- Every participant must be registered under their **real name**—no placeholders (e.g., "Jane Doe," "Bus Driver 1").
- Charter Bus Drivers may not be considered chaperones.
- The role of a chaperone is to attend **all** conference events.
- A school bus driver is not considered a chaperone unless they are explicitly expected to fulfill both roles.

Housing Policy:

- All attendees must stay in an **official Virginia DECA hotel**.
- **DO NOT call the hotel for additional rooms. All changes to reservations must be made through Virginia DECA.**
- Students may not drive themselves unless their school district allows it and proper documentation, including administrative approval, is submitted to the chapter advisor

Payment & Refund Policies:

- **SLC Payments are due by February 5, 2027.**
- Chapters are responsible for paying for **all registered students**, even if they do not attend.
- No refunds will be issued after January 22, 2026.
- A **\$50 late payment fee** will be charged for all payments received after the deadline.
- Invoices must be paid prior to the start of the state leadership conference.

Substitutions & Cancellations:

- **January 18–22:** Use the official Google Form to request **substitutions** (same event, same gender, paid DECA member) or report true registration errors.
- The form will remain open through **February 26 for cancellations only**.



Registration Information

Conference Registration - \$140

- Registration fees apply to **advisors, chaperones, and students**. Conference participants will receive the following registration materials:
 - Name Tag
 - Conference Pin
 - Conference T-Shirt
 - Conference Program
 - Access to leadership activities
 - Virginia Tech Conference Medical Insurance

Judges

- Chapters are encouraged to assist in recruiting judges who are business professionals. We will need both on site judges and those who are comfortable working in an electronic format to evaluate written events prior to the conference.
- **Chapters will receive a \$40 credit toward ICDC** for each judge recruited and who shows up at SLC on the day of competition or assists in pre-judging.
- Please share the Judge Application link with any individuals you feel would make a good judge for both role play and written/prepared events. <https://bit.ly/vadecaslcjudge>
- **Chaperones are welcome and eligible to serve as judges.**

Local Administrator and School Resource Officers (SRO)- \$0

Administrator must be able to make disciplinary decisions and understand school policy to help make key decisions while at the conference.

Meals Add Ons

Friday - Please note that Friday meals will no longer be offered due to conference size constraints and the required setup schedule.

Saturday Night Meal - \$35/person

- Purchased as optional item
- **NOTE:** You must register your **entire chapter** – advisors, students & chaperones for the same meal registration option.
- Chapters registering for either option with a meal(s) will receive wristbands that must be worn to meal functions.

Other Add On:

- **Extra T-shirts - \$15**
- **Alumni Dues:** If you want senior Alumni Dues for 2026-2027 invoiced with your registration, you may add it as an option item. Alumni Dues can be found under “Items” in the registration. Seniors prepaid with registration, will receive recognition on screen at the opening session and will receive a free alumni item with their conference materials.



SLC Housing Lottery Information

Note About the Lottery System

The hotel lottery system was originally designed when Virginia DECA was smaller and there were more hotel options and flexibility. **As our conference has grown to record numbers and hotel space has reached capacity, the lottery system may not always result in every school receiving their top choice.** National DECA is encountering a similar situation with ICDC. **Please remember that no placement is guaranteed, but we will always do our best to honor your preferences whenever possible.**

SLC Hotel Assignments: How They Work and What to Expect

Years ago all schools were placed into lottery groups. Each year, a school's placement within its group changes. Every school is assigned a number, and those numbers are entered into a randomizer to determine the order of placement within each group.

- State Officer schools are always assigned first. This allows those schools to stay at the DoubleTree if they wish to be in the same hotel as their officer (officers stay at the DoubleTree with the state advisor for the duration of the conference).
- The second group includes a small number of Conference Coordinators who may be working before or after shuttle hours.

The assignment order for this year was as follows:

Officers → Conference Coordinators → Group 3 → Group 4 → Group 5 → Group 1 → Group 2

Each year, the group order rotates so that the group that was last this year will be first the following year.

Next year will be: Officers → Conference Coordinators → Group 2 → Group 3 → Group 4 → Group 5 → Group 1

Schools that submit their hotel ranking form late are placed where space is available at the time their form is received. Schools that do not submit a ranking form are placed where space remains available after all other assignments are made.

Common Reasons You May Not Receive Your Top Hotel Choices

Several factors can affect your school's hotel placement during the assignment process:

- **Group Size and Hotel Capacity**
 - Large chapters that select smaller hotels may find that their top choices are full by the time their turn comes. Smaller hotels can only accommodate a limited number of large groups.
- **High Demand for Smaller Properties**
 - Even if you are in one of the top lottery groups, selecting only the smaller hotels can make it difficult to secure one, as these properties tend to fill quickly.
- **Requesting the DoubleTree**
 - The DoubleTree is in high demand and is assigned first to State Officer schools. By the time those placements are complete, rooms at the DoubleTree are typically full within the first few groups.
- **Balancing Large Chapter Needs**
 - Occasionally, adjustments must be made to accommodate very large schools in the later groups. To keep each school together, we do not split a chapter across multiple properties.
- **Coordinated Requests**
 - When possible, we honor requests from smaller schools that plan to share chaperones, transportation, or other logistics. Including these notes on your ranking form helps us make those arrangements whenever space allows.



SLC Hotel Information

Housing Process

DEADLINE 10.2.26

Review all hotel information in this packet.

Every chapter is to rank ten hotels when completing the Chapter Information Sheet. You are not committing to anything. Visit <https://bit.ly/SLCHousing2027>

SLC Housing Ranking Form is Due October 2, 2026

- Results will be sent in a late October Advisor News email.
- Conference participants must stay at a conference hotel for a minimum of two (2) nights.
- Hotel policy allows a maximum of four guests in a room with two double beds or one king and a pull out sofa.
- Chapters are NOT allowed to secure rooms outside VA DECA hotel blocks.
- All advisors, chaperones, and students must stay at the assigned SLC hotel.
- You will designate your assigned hotel in the registration system when you are ready to register for SLC.
- Once you have submitted you are responsible for the room charges.

General Information

- Busses will be running loops around all the hotels.
- The DoubleTree will house the state officer schools.
- You may find hotels around 19th Street are walkable. However, we will still provide bussing for you as well.
- All Rates listed are inclusive of local, sales, and occupancy taxes and \$2 per night per room occupancy city tax)

SUPERVISION RATIO

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by Virginia DECA. Chaperones and spouses must pay the registration fee and be listed on the registration form.

Virginia DECA is committed to the safety of all attendees.

Security

Virginia DECA is finalizing a contract with Advanced Protection Solutions to have security personal at all of our SLC hotels on both February 27th & 28th from 10:30pm 6:00am. This looks like 22 security personnel across 22 properties. Security will be responsible for walking the halls and watching the doors, communicating with advisors and hotel staff.

School Resource Officers who attend as a chapter chaperone will have their registration fee waived. They are expected to attend all official conference sessions, including the Opening Session, both Awards Sessions, and the Closing Session.



SLC Hotel Options

Hotel	Address	Rate	Thurs Rooms	Singles	Rooms	Doubles	FREE Breakfast	Parking
Coastal Hotel & Suites Virginia Beach Oceanfront	2015 Atlantic Ave	\$160.00	50	10	10 K+Q Sofa sleeper & 40 K/K	40	YES	Yes, complimentary, 6 or more buses - approval required
Courtyard by Marriott Virginia Beach Oceanfront North	3737 Atlantic Ave.	\$170.00	-	0	40 Q/Q	40		Bus parking is not available
Courtyard By Marriott Virginia Beach Oceanfront South	2501 Atlantic Ave.	\$170.00	-	0	40 D/D	40		Free parking, one per guest. Limited bus parking
DoubleTree by Hilton Virginia Beach	1900 Pavilion Dr.	\$180.00	60	10	25 K & 176 Q/Q	160		Yes, comped - for bus parking, must know in advance
Embassy Suites Oceanfront	4101 Atlantic Ave.	\$235.00	125	0	125 Q/Q	75	YES	\$20 cars. No bus parking
Fairfield Inn & Suites by Marriott Virginia Beach Oceanfront	1901 Atlantic Ave.	\$172.00	40	10	10 K & 80 D/D	80	YES	Parking available for 1 vehicle per guestroom.
Hampton Inn Oceanfront North	3107 Atlantic Ave.	\$178.00	10	0	90 Q/Q	90	YES	Yes
Hampton Inn Oceanfront South	1011 Atlantic Ave.	\$178.00	10	0	90 Run of house (K&QQ)	30	YES	\$10/car



SLC Hotel Options

www.vadeca.org

Hotel	Address	Rate	Thurs Rooms	Singles	Rooms	Doubles	FREE Breakfast	Parking
Hilton Garden Inn Virginia Beach Oceanfront	3315 Atlantic Ave.	\$178.00	15	0	45 Q/Q	45		Valet Parking is only available \$30 per car/per
Hilton Virginia Beach Oceanfront	3001 Atlantic Ave.	\$178.00	30	0	80 Q/Q	45		Valet Parking is only available \$30 per car/per night
Holiday Inn & Suites North Beach	3900 Atlantic Ave.	\$190.00	50		120 Run of house (K&QQ)	120		Parking is complimentary
Holiday Inn Express & Suites Virginia Beach Oceanfront	2607 Atlantic Ave.	\$175.00	50		120 D/D	120		Charter Bus spots must be reserved by January 10, 2027
Holiday Inn Virginia Beach Oceanside	2101 Atlantic Ave.	\$165.00	50		109 Q/Q & 11 K&Q sofa	120	Vouchers for \$25 per person	Comp 1 bus per 15 rooms, free parking one per room
Hyatt House Virginia Beach Oceanfront	2705 Atlantic Ave.	\$165.00	-		40 Q/Q	40	YES	\$5/car. Free limited bus parking, first come first serve. Confirm with hotel ahead of time



SLC Hotel Options

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Hotel	Address	Rate	Thurs Rooms	Singles	Rooms	Doubles	FREE Breakfast	Parking
Hyatt Place Virginia Beach Oceanfront	3601 Atlantic Ave.	\$190.00	21	15	15 K & 24 Q/Q	24	YES	Cars - \$11/night - Need to reserve in advance for
Marriott Virginia Beach Oceanfront Resort	4201 Atlantic Avenue,	\$235.00	250		69 K & 181 Q/Q			Car \$25/night
Sandcastle Resort	1308 Atlantic Ave.	\$155.00	95		95 Q/Q	95	YES	Yes compliment ary with an overflow lot for bus parking
Sheraton Virginia Beach Oceanfront Hotel	3501 Atlantic Ave.	\$178.00	25		105 Q/Q	105		\$25/parking per car, per night
SpringHill Suites by Marriott Virginia Beach Oceanfront	901 Atlantic Ave.	\$190.00	70	20	20 K & 110 Q/Q	110	YES	One free per room.
Surfbreak Oceanfront Hotel	1101 Atlantic Ave.	\$135.00	10	0	90 Run of house (K&QQ)	90	YES, grab & go	\$10/car
The Moxy at Virginia Beach	1201 Atlantic Ave.	\$157.00	25	0	Q/Q	25		Yes, 3 buses to park for free. \$9/car
Wyndham VA Beach Oceanfront	5700 Atlantic Avenue	\$178.00	-	80	25 K & 90 QQ	1563	YES, grab & go	One free per room, On site spots for 4 busses.



SLC Sticker Trading

Inspired by DECA's popular pin trading tradition, Team 82 is continuing the **Virginia DECA Sticker Social Club**, a fun, affordable way for members to trade and collect creative designs that showcase school pride and DECA spirit! Start designing your chapter stickers now and get ready to trade at SLC 2027!



We also welcome **friendship bracelets**, because some classics *never go out of style!*



Need a little inspiration? Start by checking out these sites!

www.stickermule.com www.stickergiant.com www.stickerapp.com

Looking for a pin vendor?

www.p incentives.com
www.p intrill.com

EKirn@p incentives.com
custom@p intrill.com