# GENERAL INFORMATION

- Marketing and DECA Day Sept. 29, 2021
- Gates open at 10:00 a.m.
- Competition begins at 10:20 (times sent via email prior to September 29). Awards announced at 2:00 p.m.
- Gate entrance tickets for the fair must be reserved and payment arranged prior to arrival at [www.statefairva.org](http://www.statefairva.org). The entrance tickets are $6.00 per student ($5.00 + $1.00 service fee).

## FEES AND POLICIES

- Chapters will be billed a separate charge by VA DECA to compete. **$2 per team.**
- Names are due prior to competing. **Deadline for Online Registration Form is September 21, 2021.**
- Substitutions can be made on the day of the fair.
- Payment is due prior to or upon arrival at the fair to VA DECA (checks made payable to PVCC).
- Each chapter participating will provide a minimum of one judge at their own expense.
- If you are bringing role play teams – we NEED you to help run events!
- Chapters may submit a maximum of 10 teams into the role play competition.
- Chapters may submit an unlimited number of promotional projects.
- Only registered chapters and students will be allowed to compete. NO additions on day of fair.

## ROLE-PLAY COMPETITION – FIRST TIME IN PERSON ROLE PLAY COMPETITORS

- Chapters may submit up to 10 teams of 2 members each.
- Must be **first time** in-person role play competitors (both team members). If your students’ only experience in role play events was during virtual events last year, they ARE allowed to register for this event.
- Team names are due at time of registering online.
- Substitutions may be made by the advisor on the day of competition.
- 1 Role Play scenario - Teams will be given 10 minutes to prepare and 10 minutes to present to the judge.

## PROMOTIONAL CAMPAIGN COMPETITION – EXPERIENCED COMPETITORS & ALL OTHERS INTERESTED

- Multiple entries per chapter may be submitted.
- Teams of 1-3 chapter members.
- Team names are due at the time of registering online.
- Substitutions may be made by the advisor on the day of the fair.
- Event: Develop an integrated marketing campaign for the State Fair of Virginia. The campaign should focus on the month leading up to the fair opening. You should illustrate how your campaign addresses the 4 P’s of marketing and a description of your target market.

- Entry: On 1 trifold presentation board please include the following:
  - *Showcase campaign activities planned
  - *Fully and in detail defines the target market
  - *Describe/illustrate how the campaign addresses the 4 P’s of marketing
  - *Describe how campaign will drive traffic to the State Fair