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| **CONFERENCE PROFILE** |

**INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**

**April 22-26, 2016**

**Music City Center**

18,000 high school students, advisors, businesspersons and alumni gather to develop knowledge and skills for college and careers.

* Estimated 15,000 Youth (age range of 14 – 18)
* Estimated 3,000 Adults (Advisors, Chaperones, Leadership, and Alumni)

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| **KEY GUEST MOVEMENT TIMES** |

* Major arrivals will take place on Friday, April 22nd and Saturday, April 23rd (40+ Hotels citywide)
* Major departures will take place on Wednesday, April 27th
* Key movements are listed below:

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| **Date** | **Location** | **Event** | **Times** | **Attendance** |
| **Saturday, 4/23/2016** | Shelby Park | DECA 5K Run / Walk | 7:30 AM – 9:00 AM | 1,000 |
| Citywide | DECA Day in Nashville   * Designated Fun Day for attendees. Anticipate heavy demand for lunch and early dinner options | 9:00 AM – 6:00 PM | 15,000 |
| General Jackson | Charter Cruise | 11:00 AM – 1:00 PM | 1,000 |
| General Jackson | Charter Cruise | 2:00 PM – 4:00 PM | 1,000 |
| Bridgestone Arena | Grand Opening Session | 8:30 PM – 10:30 PM | 18,000 |
| Downtown Area | After Meeting Free Time   * Estimate 8,000 attendees staying downtown will be seeking late night dinner, snack, and entertainment options | 10:30 PM –12:00 AM | 8,000 |
| Citywide | DECA Curfew | 12:30 AM | 18,000 |
| **Sunday, 4/24/2016** | Music City Center | Meetings & Exhibits   * Meetings are not mandatory and will be attended on a flow basis during the day | 7:00 AM – 5:30 PM | 18,000 |
| Downtown Area | Lunch Times   * Available to attendees on a flow basis | 11:00 AM – 2:00 PM | 18,000 |
| General Jackson | Charter Cruise | 3:00 PM – 5:00 PM | 1,000 |
| Citywide | After Meeting Free Time   * Estimate 8,000 attendees staying downtown will be seeking early dinner, late night dinner, snack, and entertainment options on a flow basis | 5:00 PM – 12:00 AM | 8,000 |
| General Jackson | Charter Cruise | 6:00 PM – 8:00 PM | 1,000 |
| Grand Ole Opry House | DECA Concert | Two Shows  7:00 PM – 8:30 PM  9:00 PM – 10:30 PM | 8,800 |
| Citywide | DECA Curfew | 12:30 AM | 18,000 |
| **Monday, 4/25/2016** | Music City Center | Meetings & Exhibits   * Meetings are not mandatory and will be attended on a flow basis during the day | 7:00 AM – 7:00 PM | 18,000 |
| Downtown Area | Lunch Times   * Available to attendees on a flow basis | 11:00 AM – 2:00 PM | 18,000 |
| Citywide | After Meeting Free Time   * Estimate 8,000 attendees staying downtown will be seeking early dinner, late night dinner, snack, and entertainment options on a flow basis | 6:00 PM – 12:00 AM | 8,000 |
| First Tennessee Park | DECA Night at the Nashville Sounds | 7:05 PM - | 7,000 |
| Citywide | DECA Curfew | 12:30 AM | 18,000 |
| **Tuesday, 4/26/2016** | Music City Center | Meetings & Exhibits   * Meetings are not mandatory and will be attended on a flow basis during the day | 7:30 AM – 6:00 PM | 18,000 |
| Bridgestone Arena | Achievement Awards Session | 8:00 AM – 11:00 AM | 10,000 |
| Downtown Area | Flow Time for Meals   * Available to attendees on a flow basis. attendees will be seeking lunch, early dinner, snack, and entertainment options | 11:00 AM – 8:00 PM | 10,000 |
| General Jackson | Charter Cruise | 2:00 PM – 4:00 PM | 1,000 |
| Bridgestone Arena | Grand Awards Session | 8:30 PM – 11:00 PM | 18,000 |
| Downtown Area | After Meeting Free Time   * Estimate 8,000 attendees staying downtown will be seeking late night dinner, snack, and entertainment options | 11:00 PM – 12:00 AM | 8,000 |
| Citywide | DECA Curfew | 12:30 AM | 18,000 |
| **Wednesday, 4/27/2016** | Citywide | Departure Day   * No Planned Events * Expect Breakfast opportunities throughout morning | 6:00 AM – 11:00 AM | 18,000 |