



2026 AMA International Collegiate Conference

March 12-14 | Chicago, IL

What is ICC?

March 12-14, 2026 | Chicago, IL
Sheraton Grand Chicago Riverwalk



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Collegiate Conference**
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What Does “ICC” Stand For?

International Collegiate Conference

ICC is three days of transformative experiences designed to empower and equip our collegiate community with the skills and insights necessary to navigate and excel.

They can expect to be a part of thrilling competitions, engaging chapter activities, insightful career prep programming and invaluable networking opportunities.

2026 Theme

- **"Level Up" is their call to action** — representing growth, momentum, and the power of transformation in their marketing journey.
- **Multiple paths = unlimited possibilities** — symbolizing the unique directions students can take as they build skills, explore careers, and adapt to new marketing trends.
- **Dynamic energy, bold choices** — vibrant visuals and immersive experiences reflect the high energy of today's aspiring marketers.
- **From classroom to career mode** — ICC is their real-world XP boost: industry-led panels, competitions, and career connections await.
- **AMA + ICC = their ultimate power-up** — this theme is more than a vibe; it's a strategic step toward who collegiate marketers are becoming.





2026 Conference Co-Chairs



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Dr. Delonia Cooley
Texas Southern University



Dr. Loran Jarrett
University of South Florida

Keynotes



Jade Walters

The Ninth Semester
Founding Editor



Sean Greenwood

Ben & Jerry's
Grand Poobah of Public Relations

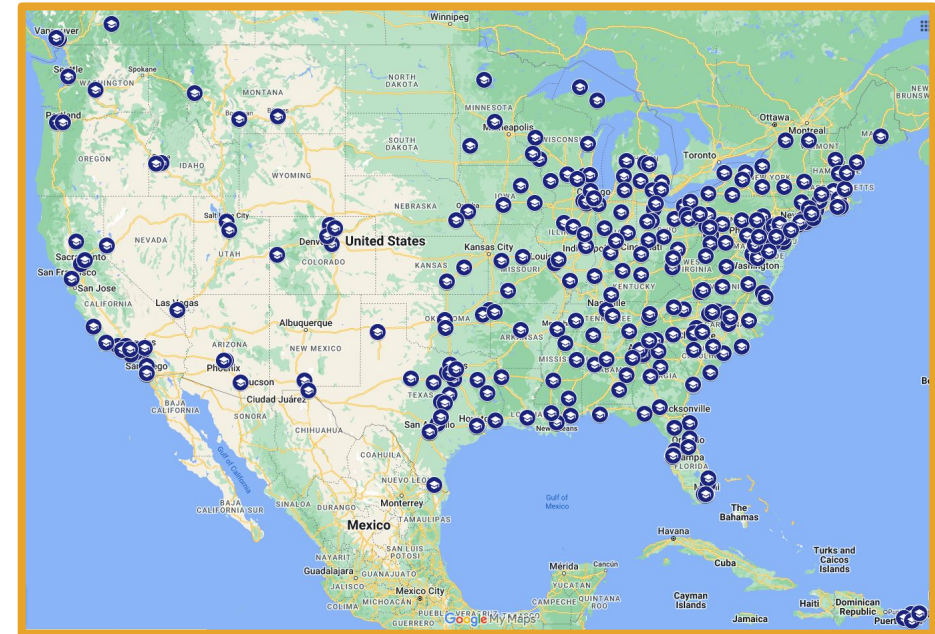


AMERICAN MARKETING
ASSOCIATION

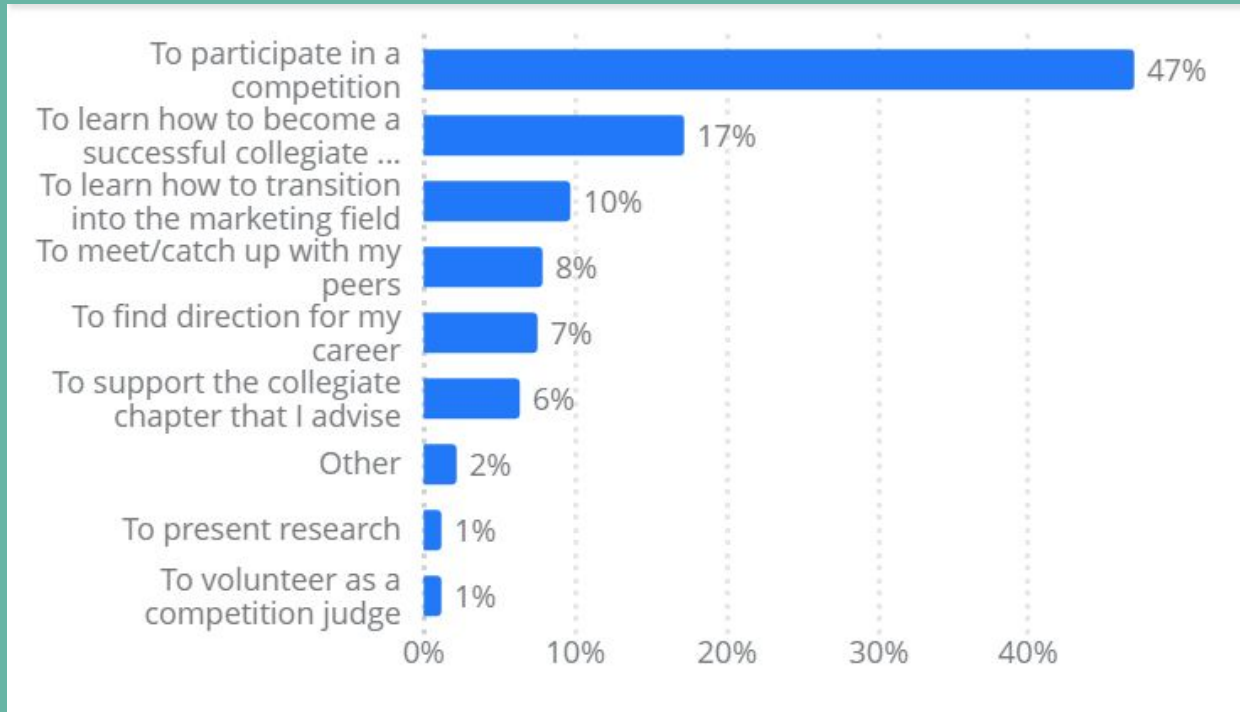


Who Attends?

- Nearly 1,700 attendees
- 140+ Chapters & Advisors from over 330+ chapters
- Approximately 1,500 students



Reasons for Attending



1. **Compete, Learn, and Win** – Test marketing skills in thrilling competitions and hands-on challenges that give real-world experience while showcasing talent on a national stage.
2. **Build Career-Ready Skills** – Level up with career prep sessions, expert insights, and interactive programming.
3. **Network Expansion** – Connect with peers, industry professionals, and future employers in an environment where every conversation is a chance to grow your opportunities and career path.



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Past and Present Locations

2023 New Orleans → March 30-April 1

2024 New Orleans → April 6-8

2025 New Orleans → April 11-13

2026 Chicago → March 12-14

2027 New Orleans → April 8-10

2028 TBD





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ICC Awards and Recognition

- Hugh G. Wales Faculty Advisor of the Year
- Lifetime Achievement Award
- Student Marketer of the Year
- Top 25 Chapters
- Chapter Excellence Awards
- Scholarship Recipients

[Applications for the 2026 – 2027
school year are now open!](#)

- Alpha Mu Alpha

[Learn more about the
National Marketing Honor Society.](#)





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Entertainment and Community

- Parade of Chapters to kick off the event. Every chapter has the opportunity to be represented on stage in our high energy kickoff event
- DJ night
- Bingo
- Networking socials
- T-Shirt Swap



Registration Costs and Important Dates

2026 Rates

- Group Rate = \$299 per person for groups of 3 or more
- Individual Rate = \$352
- Non Member Rate = \$382

2025 Rates

- Group Rate = \$288 per person for groups of 3 or more
- Individual Rate = \$339
- Non Member Rate = \$369

Hotel cut-off date is **February 17, 2026.**

CCC Meeting is **March 11, 2026.**



How You Can Help

- [Sponsorships](#)
- [Judging Competitions](#)
- [Recommending Speakers](#)
- [Hosting Networking Events](#)
- [Donating Scholarships or Travel Funds](#)

Competitions at ICC

Fall Competitions | Virtually

Hosted online for broader accessibility, but are awarded at ICC:

- Case Competition (Full Written Case / Team Comp)
- Best Recruitment Video Competition (Team Comp)
- Best Social Impact Video Competition (Team Comp)
- Marketing Week Competition (Team Comp)
- Website Competition (Team Comp)
- Digital Marketing Competition: Virtual (3 to 5-Students / Team Comp)
- Outbound Sales Competition (Pending Sponsor)

[SIGN UP TO JUDGE FALL COMPETITIONS](#)

[LEARN MORE ABOUT FALL COMPETITIONS](#)

Spring Competitions | In-Person ICC and Post-ICC

Held onsite at International Collegiate Conference (ICC) and they include:

- Case Competition (Top Finalists Present In-Person)
- Sales Competition (Individual Comp)
- Perfect Pitch Competition (Individual Comp)
- Marketing Strategy Competition (2-Students / Team Comp)
- Marketplace Simulations Competition (3 to 5-Students / Team Comp)
- Design Lab Marketing Competition (3 to 5-Students / Team Comp)
- Digital Marketing Competition (3 to 5-Students / Team Comp)
- Chapter T-Shirt Competition (Team Comp)
- Post ICC: Instagram Highlight Reel Competition (Individual Comp)
- Post ICC: Photography Competition (Individual Comp)

[SIGN UP TO JUDGE SPRING COMPETITIONS](#)

Case Competition Spotlight



How It Works

- Year-long Competition
- Fall Sign-ups → Final submissions due in Dec → Blind judging → Up to 11 finalists present at ICC in front of the sponsor



Why It's Prestigious

- National recognition
- Substantial prizes
- In-person showcase



Benefits to Students

- Real-world experience
- Skill development
- Resume and network boost



Benefits to Sponsors

- Access to fresh ideas
- Recruiting insight
- Elevated visibility

2026 Case Competition

Co-Sponsors



™/© 2026 MLB

Deloitte.



Learning and Example Workshop Topics

- AI in Marketing & Emerging Tech
- Digital Marketing & Social Media
- Career Prep & Job Readiness
- Sales, Consulting, and Personal Branding
- Niche Marketing Fields
 - Sports marketing, entertainment, tourism, luxury/beauty marketing, influencer marketing
 - Use our Speaker Recommendation Form to nominate speakers!

[ACCESS SPEAKER FORM](#)



Opportunities for Students to Receive Funding

- Virtual Forum Attendance - AMA Raffles a free ICC registration at the end of Collegiate Chapter Monthly Forums
- Local Chapter Fundraising or University Competition Incentives

[MORE FUNDRAISING TIPS](#)



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Networking + Donating



Stand out as an industry leader

- Sales Showcase
- Social Scramble
- Receptions
- Career Fair
- Skill Up Stations

[VIEW CURRENT SPONSORS](#)



Invest in the future of professionals

- Student Sponsorships (\$352)
 - Donate what you can!
 - Important: Choose **INSPIRING NEXT GEN FUND**

[DONATE HERE](#)

Thank You for Supporting the Next Generation of Marketers!

[VISIT THE ICC PAGE](#)

For more information, please contact:

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