

VEI Professional Workshop Series



▪ **Exhibiting at a Trade Show**

122 Amsterdam Ave. New York, NY 10023 Phone: 212-769-2710
www.veinternational.org

What is a Trade Show?

- **Sometimes called Trade Exposition or Expo**
- an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.
- In the virtual world, trade shows enable employees to practice their marketing and buying skills and meet each other face to face.

VEI Professional Workshop Series

• **Preparing for a Trade Show**

- Define clear, measurable goals.
- Develop a budget for the event.
- Read trade Show information carefully.
- Pay all virtual fees required.
- Select booth staff and identify their roles.
- Provide training based on staff roles.
- Design the booth according to its size (typically 8 ft. x 8 ft). Be aware of height limitations.
- Determine giveaways.
- Advertise early through email and direct mail.
- Develop/design marketing materials and resources
 - Brochures
 - Catalogs
 - Flyers
 - Sales receipts
 - Invoices
 - Labels
- Develop marketing and sales strategies.

• Preparing for a Trade Show

Needed Items & Supplies

- Staff badges
- Business cards
- Extension cords
- Lights
- Order forms
- Press kits
- Product catalog
- Company banner
- Pens/pencils
- Staff instructions
 - Lunch break assignments
 - Dress code (professional attire a MUST! No jeans or sneakers)
- Booth signs
- Giveaways

• **At the Trade Show**

▪ **Your Booth**

- Decide the purpose of your booth.
 - It should clearly identify your company name.
 - It should immediately communicate what you sell.
- Determine how to showcase the products you sell.
 - Large posters with information
 - Display cases to show your product
 - Monitors to show videos about the product
 - Area for product demonstrations
- Know the size limitations of your booth.
- Choose the right colors. What image do you want to portray?
 - Light colors convey a professional appearance; bright colors attract attention. Choose colors that fit your company's personality.
- Choose giveaways that connect to your business.
- Decide on a way to collect visitor contact information.

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• At the Trade Show

▪ Staff Attire

- Attire helps to reinforce trade show booth themes but should always be professional.
- Decide on the dress code for your staff.
 - A common color scheme creates a corporate identity.
 - Opt for professional attire that makes your representatives easily identifiable. (i.e., matching vests and blazers, or golf shirts, etc)
 - Don't forget the shoes, hair, and accessories-- people notice the details.
- Avoid excessive make-up, jewelry, and accessories.
- DO NOT WEAR JEANS OR SNEAKERS!

Operational and Reporting Details

- Review Selling and Invoicing Procedures**
- Review Banking Procedures
(separate document)**


FOR USD (United States Dollar) CHECKS

DEPOSIT TICKET

Date April 7, 2006
 Endorse & list checks separately
 FOR DEPOSIT TO THE ACCOUNT OF:
ABC Services
Acct # 432567098

SIGN HERE FOR CASH RECEIVED (IF REQUIRED)
 CHECKS AND OTHER ITEMS RECEIVED FOR DEPOSIT SUBJECT
 TO THE RULES AND REGULATIONS OF THIS INSTITUTION

For use only at the
 Virtual Enterprises, International

Non-Negotiable 

CURRENCY	COIN	TOTAL CASH	CHECKS																TOTAL FROM THIS SIDE	TOTAL FROM OTHER SIDE	TOTAL DEPOSIT			
				DOLLARS	CENTS																			
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	435	00	435	00	435	00

TOTAL ITEMS: **1** \$, , .

⑆000000000⑆000000000 1234⑆

Completed
 Deposit Ticket


FOR NON-USD (CAD/EURO) CHECKS

DEPOSIT TICKET

Date April 7, 2006
 Endorse & list checks separately
 FOR DEPOSIT TO THE ACCOUNT OF:
ABC Services
Acct # 432567098

SIGN HERE FOR CASH RECEIVED (IF REQUIRED)
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 Virtual Enterprises, International

Non-Negotiable 

CURRENCY	COIN	TOTAL CASH	CHECKS																TOTAL FROM THIS SIDE	TOTAL FROM OTHER SIDE	TOTAL DEPOSIT			
				DOLLARS	CENTS																			
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	478	00	478	00	478	00

TOTAL ITEMS: **1** \$, , .

⑆000000000⑆000000000 1234⑆

9 4/7/06 Conversion Date
 11 478.00 CAD = 435.00USD

■ Deposit Envelope



DEPOSIT ENVELOPE

Refer to banking instructions for explanation of each step.

1. Endorse all checks.
2. Complete a deposit slip for each batch of checks.
3. Complete the form below.
4. Bring checks to the bank booth for deposit.
Find the bank location in the booth directory.

DO NOT SEAL THIS ENVELOPE


Name of Firm:

Account No:

Bank Name (check one):

- VEC/US Network BEEC
 ACT BUCT
 Wien Business Bank

Other: _____

BOOTH NUMBER	NUMBER OF CHECKS ENCLOSED	DEPOSIT TOTAL	
		(\$)	
			
		DOLLARS	CENTS

DO NOT WRITE BELOW THIS LINE

**THIS SPACE FOR
TELLER'S STAMP**

VIRTUAL ENTERPRISES INTERNATIONAL

Guest Check Authorization Card

Print the number below in the Memo space on your guest check when making a trade fair payment.

X _____

GUEST SIGNATURE

SAMPLE COMPLETED CHECK

This is how you should fill out a check when making payment for a purchase.

Fig. 2A-
Sample Check
(FRONT)

	Virtual Enterprises, International 122 Amsterdam Avenue New York, NY 10023 212-769-2710	TRADE FAIR CHECK NOT LEGAL TENDER	1234
PAY TO THE ORDER OF <u>ABC Services</u>		Date <u>3/1/06</u>	
		05-407 / 0000 \$ <u>435.00</u>	
<u>Four Hundred thirty-five</u> ^{xx} / ₁₀₀			DOLLARS
MEMO _____		<u>Judy Student</u>	
■ 123456789 ■ 9876543210 ■ 1234			

Writing & Endorsing a Check

SAMPLE CHECK ENDORSED FOR DEPOSIT

This is the proper method for endorsing a received check for deposit to your firm's account.

Fig. 2B-
Sample Check
(BACK)

ENDORSE HERE	<u>For deposit only</u>
	<u>ABC Services</u>
	<u>Acct # 432567098</u>
	DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL SYSTEM USE

- **Operational and Reporting Details**
 - **Accounting for and Reporting of Sales Data**

(see separate document)

**Virtual Enterprises, International
122 Amsterdam Avenue, Room 251
New York, NY 10023**

**VEC State and Local
Sales Tax Return**

Firm Identification Number

Firm Name

Address

City, State and ZIP Code

Tax Period: Beginning Date

Ending Date

1. Gross Receipts

2. Non Taxable Sales

3. Balance Subject to Tax (line 1 minus line 2)

4. VEC Sales Tax Due 8.75% (line 3 times .0875)

5. Deduct interim payments

6. Amount Due (line 4 minus line 5)

7. Penalty and Interest (see below)

8. Adjusted Amount Due (line 6 plus line 7)

Make payment to VEC Sales Tax Account # 100002330

Penalty for non-payment of sales tax ranges from 5% to 150% of the tax collected

Interest on all unpaid sales tax will be computed at 1.5% per month

I verify that all tax information on this form is correct. I am aware that if any of the foregoing
_____ information provided by me is knowingly false, I am subject to punishment.

Print name of person preparing this form _____

Signature of person preparing this form _____

Date _____

▪ **Sales Tax Return**