

Growing business. Growing futures.

Exhibiting at a Trade Show

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.



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.



At the Trade Show

Staff Attire

- Attire helps to reinforce trade show booth themes but <u>should always be</u> <u>professional.</u>
- 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)



-Sample Invoice



Virtual Enterprise Law and Insurance 465 New Dorp Lane Suite- S306 **Phone:** (718)-667-8686 Ext.13060

Fax: (718)-351-1921

Email: Law.Insurance.Ve@gmail.com

Customer Infromation

Invoice

Name John Jastremski
Address 122 Amsterdam Ave. (Rm. 251)
City New York
State New York
Phone 212 769 2710
Fax 212 799 7528
Email jjastre@schools.nyc.gov

Date Feb. 29th 2012
Order No. January Service
Rep Marcus A. Banks
FOB N/A

Qty	Description	Unit Price	Total
1	Rent: \$77,800.87 @ 2% Commission	\$1,556.01	\$1,554.01
1	Utilities: \$30,154.95 @ 2% Commission	\$603.09	\$603.09
		TOTAL	\$2,159.12

Payment

Comments <u>Please make payment</u>

Name <u>VE Law & Insurance</u>

Account# 1000002468

Expires N/A

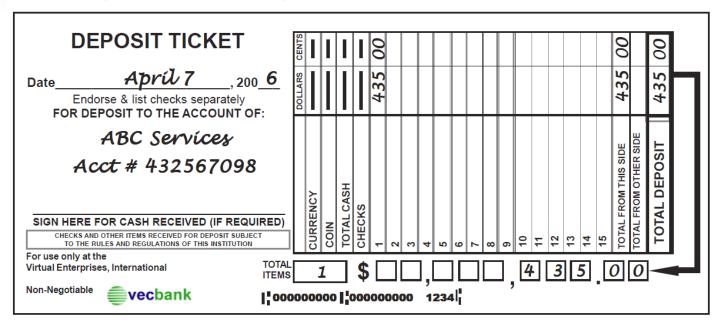
Authorized Signature: Marcus Banks

DEPOSIT TICKET 200 Date Endorse & list checks separately FOR DEPOSIT TO THE ACCOUNT OF: TOTAL FROM OTHER SIDE DEPOSIT TOTAL FROM THIS SIDE TOTAL CASH CHECKS CURRENCY TOTAL SIGN HERE FOR CASH RECEIVED (IF REQUIRED) COIN CHECKS AND OTHER ITEMS RECEIVED FOR DEPOSIT SUBJECT 17 TO THE RULES AND REGULATIONS OF THIS INSTITUTION 9 2 ထတ For use only at the TOTAL Virtual Enterprises International vecbank Non-Negotiable #000000000 # 000000000 r 1234

DepositTicket

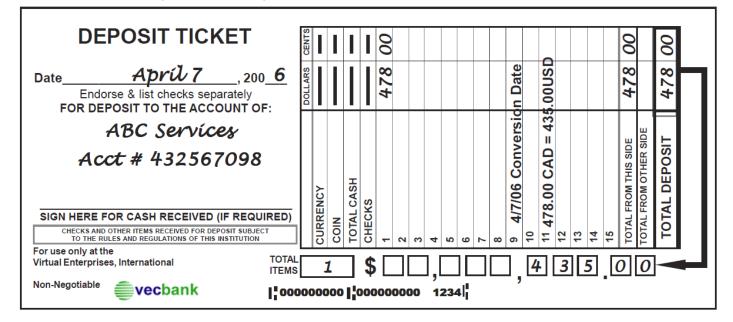
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FOR USD (United States Dollar) CHECKS



CompletedDeposit Ticket

FOR NON-USD (CAD/EURO) CHECKS



Deposit Envelope



DEPOSIT ENVELOPE

Refer to banking instructions for explanation of each step.

- 1. Endorse all checks.
- 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

Mar	me of Firm:							
IVCII	nie or rinni.							
Acc	ount No:							
Ва	Bank Name (check one):							
۱۵	/EC/US Netw	ork	□ BEEC					
	ACT		□ BUCT					
١۵١	□ Wien Business Bank							
	□ Other:							
	воотн	NUMBER OF	DEPOSIT TOTAL					

воотн	NUMBER OF	DEPOSIT TOTAL
NUMBER	CHECKS ENCLOSED	(\$)
		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.

Χ									
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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)

ecbank	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	1BC Services	Date 3/1				
Four Hi	<u>undred thirty-five</u>	100 DC	DLLARS			
MEMO		Judy Student				
123456789 9876543210 II 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)



- 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

Gaios Tax Rolaini	
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	
Interest on all unpaid sales tax will be computed a	
interest on an aripana sales tax will be computed a	i. 1.070 per menar
I verify that all tax information on this form is correct. I am awa	,
information provided by me is knowingly false, I am su	ubject to punishment.
Print name of person preparing this form	
I this figure of porcon proparing the form	
Signature of person preparing this form	
Date	
	
I	

Sales Tax Return