

SAN DIEGO TRADE SHOW
GUIDELINES AND COMPETITION RUBRICS
San Diego, CA ★ Friday, April 10, 2015

The exhibitor agrees to abide by show regulations as set forth by show management:

➤ **Shared Exhibit Space**

Shared exhibit space is limited to two companies from the same school site. *Failure to abide by this regulation will disqualify participants from all competitions for prizes.*

➤ **Exhibit Staffing**

Booths must be continually staffed by at least two people during all official set-up and exhibit hours. *A coordinator for each company must be on the premises available at all times during all scheduled hours.*

➤ **Exhibit Setup and Teardown**

Setup is from 7:00AM-9:45 AM. Teardown is at 2:00 PM. *Any company that initiates teardown before 2:00 PM will be disqualified from all competitions.*

➤ **Exhibitor Name Badges**

Every participant must display a name badge for entry to the trade fair. It is the responsibility of the exhibiting firm to produce name badges for each participant. Badges must include each participants **name, title, company name, school name**, city, and state. Badges must be worn at all times while on campus during fair.

➤ **Professional Behavior**

All exhibitors must keep their booth area neat and litter free. On the trading day, participants must dress in professional business attire or in a manner that is representative of the business or booth theme. Any disorderly conduct or inappropriate behavior or advertising is prohibited and cause for immediate dismissal from trade fair activities. Smoking is not permitted in the facility.

➤ **Disability Provisions**

Exhibitor represents and warrants that its exhibit will be fully accessible to wheelchair movement and that it shall indemnify and hold show management harmless and against all claims and expenses, including attorneys fees and litigation expenses, that may be incurred by or asserted against show management, its officers, directors, agents, or employees on the basis of the exhibitors breach of this paragraph or non-compliance with any of the provisions of the A.D.A.

➤ **Exhibit Considerations**

No exhibitor may engage in any activity or employ any individual or device that tends to create unreasonable congestion in aisles. Sufficient space must be provided within the exhibit area and be arranged so that persons watching demos and other activities are contained within the booth.

➤ **Moving displays**

Motion pictures, slide projectors, TV monitors, etc. must be operated so as not to attract or create a crowd that would obstruct adjacent exhibitors.

➤ **Music**

Music or other amplified sounds are **not** allowed unless headsets are used for listening. Loud sounds are distracting and disrupt participants and guests.

➤ **Floors (NEW!) –** taping props or marketing ideas, such as footprints leading to your booth, to the floor is prohibited. It damages the carpet, wood flooring and stained concrete.

➤ **Food and Beverages** – Market Creek Venue restricts food and beverages in the trade show. Any samples **MUST** relate to your business. Beverages can be no more than 4 oz. Food samples must be 2 oz or less and must be individually wrapped **BEFORE** being brought on the trade floor. Popcorn must be made prior to fair and passed out in small bags no larger than 2 ounces. No food or beverage making appliances such as blenders and chocolate fountains. Blended beverages, such as smoothies, may be frozen in 4 ounce cups, wrapped and brought to the trade fair.

➤ **ABSOLUTELY NO Outside Food/Meals Allowed**

Other than the provide meals and regulated samples for the trade booths (*see above*), outside food is **NOT** allowed into the Market Creek Venue. The Market Creek Plaza is adjacent to the event and has several fast food options that you may visit **AFTER** the trade show event. **NOTE:** There will be **NO** student access to the Market Creek Plaza during the set-up and trade show (9:30 am – 2:00 pm). *No food may be brought back from the plaza by either teachers or students.*

➤ **Booth Design**

The exhibitor agrees to abide by booth wall height restrictions (8' high in back; 3' high sides). All displays, devices, and decorations that serve to distinguish a company's booth—must fit within the 10' x 10' area designated as the booth dimension. No part of the design features may extend into the aisle. **NO HELIUM BALLOONS ARE ALLOWED IN THE FACILITY.** All exhibits must be in good professional taste, including slogans, displays, advertisements, etc. *Failure to observe this rule will automatically disqualify company from the Best Booth competition.*

➤ **Clean-up**

All booths must completely clean up their area before leaving, as there is an event in the evening following our event.

➤ **Exhibitor Compliance**

The exhibitor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the show facility, and agrees to comply with all federal, state, and local laws. Upon request and at the sole expense of the exhibitor, show management will assist the exhibitor in its efforts to comply with applicable federal, state, and local laws, but will not, in any event, be responsible or liable for any failure by the exhibitor to comply therewith.

➤ **Rights of Termination**

The San Diego Trade Show representatives reserve the right to terminate the privileges of any exhibitor if it determines in its sole discretion that an exhibitor is conducting his/herself in a manner that might reflect unfavorably upon the show. In the event of termination, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. No portion of payments paid or owed will be refundable.

➤ **Show Cancellation**

If the show facility becomes unfit or unavailable for occupancy, or becomes substantially interfered with by reason of picketing, striking, embargo, injunction, act of war, act of god, fire, or state of emergency declared by any government agency or by reason of any municipal, state, or federal law or regulation or by reason of any other occurrence beyond the control of management, show management may cancel or terminate the show. In the event of such cancellation or termination, the exhibitor waives any and all claims for damages or expenses and agrees to accept in complete settlement and discharge of all claims against the exhibitor's pro-rated share of the total amount paid by all exhibitors, less all cost expenses incurred by management in connection with the show.

➤ **Interpretation of the Amendments to Regulations**

The exhibitor agrees that the show management shall have the right to make rules and regulations or changes to rules and regulations. Show management shall have the final determination and enforcement of all rules, regulations and conditions.

➤ **Security**

Although show management will take every precaution to provide adequate security during the event, it does not assume any responsibility for lost or stolen articles. Items such as money, jewelry, personal stereos, computers, exhibitor display items, or other valuables should never be left unattended anytime during the show. Do not bring expensive personal belongings with you. Please report any security issues, which would affect the event, to trade fair management.

➤ **Video Surveillance – Be Aware!**

The Market Creek Venue is equipped with video surveillance throughout the site. Please make your students aware of this as you and your school site are responsible for their actions and behavior.

Competition Information

Because there is not enough time in one day to do complete competitions with presentations, other than the best booth and best salesmanship competitions, all other competitions will be based on written submission prior to the trade show. All submissions must be **received online by Wednesday, March 11, 2015**, in order to be considered for the competition.

SCHEDULE OF THE DAY'S EVENTS

<p><u>Trade Fair Floor:</u></p> <ul style="list-style-type: none"> • Salesmanship • Booth Design • Impact Marketing <p>(Booth setup from 7:00 – 9:45 AM)</p> <p><i>Companies are automatically entered into these three competitions! Judging rubrics are identical to State Trade Show.</i></p>	<p><u>Written/Submitted Entry ONLY:</u></p> <p><u>Deadline: Wednesday, March 11, 2015</u></p> <p><u>Upload using the VEI/CA website (San Diego Trade Show page):</u></p> <ul style="list-style-type: none"> • Catalog or Menu (PDF-format) • Financial Statements (PDF-format) <p><u>Upload using the VEI/CA website (San Diego Trade Show page)-Viewable on YouTube:</u></p> <ul style="list-style-type: none"> • Video Marketing Plan Presentation • Video Commercial <p><u>Upload URL using the VEI/CA website (San Diego Trade Show page) - Accessible through the VEI Directory:</u></p> <ul style="list-style-type: none"> • Web Design
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7:00 –9:45 AM	Booth set-up (Note: Participants may arrive any time during this window, depending on how long they need to set up – facility does not open before 7:00 a.m.)
10:00 –11:00 AM	Booth Design Competition – All students MUST leave the trade show floor. <i>Brunch is provided during this time to students and teachers.</i>
11:00 AM	Trading officially begins
1:30 PM	Trading officially ends
1:30 – 2:00 PM	Presentation of Awards
2:00 PM	Dismantling of booths

- Brunch will be provided (10 meals are included with each booth fee) during the Best Creative Booth Competition time (9:45 – 11:00 AM).
- Food and drink items are **not** allowed in Celebration Hall.
- **FREE** wifi access (not guaranteed in outside patio booths!).
- Extension cords and surge protectors are NOT provided--please bring your own!

VIDEO MARKETING PLAN PRESENTATION

Each Virtual Enterprise Company is asked to create a Marketing Plan. The Video Marketing Plan Presentation competition allows the VE company to introduce and explain their Marketing Plan in video format presentation. **You may use still images, filmed video or live presentation recording (or a combination of all!) to BEST present a clear definition of your Marketing Plan. Be professional, yet use image, video, and editing techniques to clearly and creatively present your plan.** The competition's Scoring Sheet for each element of the Marketing Plan Presentation competition.

- *Video Marketing Plans MUST be viewable on YouTube*
- **Deadline: *Wednesday, March 11, 2015***
- This form **MUST** be **typed** due to URL address specifics. *Remove the hyperlink if you are copying the URL from the YouTube site!*
- Email this form to **jwood@guhsd.net** or fax to **619.697.0794** (*Attn: Jeff Wood*).

Marketing Plan Video Presentation Information:

YouTube URL (*MUST BE TYPED*):

Name of Company:

Name of School:

VE Department(s) in charge of video:

Primary Employee Contact (student):

Contact Phone #:

Contact Email:

Comments:

Questions?

If you have any questions, please call Jeff Wood at 619-667-6502 or email jwood@guhsd.net

VIDEO MARKETING PLAN		Company Name			
Evaluation Item	Poorly Demonstrated 1 - 6	Does Not Meet Expectations 7 - 13	Meets Expectations 14 - 20	Exceeds Expectations 21 - 25	Points Earned
MARKETING ANALYSIS & TARGET MARKET					SCORE
Industry Analysis <ul style="list-style-type: none"> Industry Description (size, products, geographic concentration) Analysis of the market (trends in product and technology, influencing factors) Place within the Industry Major Competitors (real and virtual world) Competitive Advantages Competitive strategies of competitors Industry outlook (growth, trends, factors influencing competition) 	<input type="checkbox"/> Not developed for the Virtual; Enterprise (VEI) marketplace <input type="checkbox"/> Very few of the components provided <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace <input type="checkbox"/> Some components provided <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace <input type="checkbox"/> Many of the components are provided <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace <input type="checkbox"/> ALL components covered and are well-developed	
Target Market and Market Segmentation <ul style="list-style-type: none"> Target market identified and segmented 	<input type="checkbox"/> Not developed for the Virtual Enterprise (VEI) marketplace <input type="checkbox"/> Very few of the components provided <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace <input type="checkbox"/> Some components provided <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace <input type="checkbox"/> Many of the components are provided <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace <input type="checkbox"/> ALL components covered and are well-developed	
Marketing Plan <ul style="list-style-type: none"> Product Price Placement Promotion 	<input type="checkbox"/> Not developed for the Virtual Enterprise (VEI) marketplace <input type="checkbox"/> Very few of the components provided <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace <input type="checkbox"/> Some components provided <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace <input type="checkbox"/> Many of the components are provided <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace <input type="checkbox"/> ALL components covered and are well-developed	
PRESENTATION					SCORE
Presentation Skills <ul style="list-style-type: none"> Presenters use a clear voice and correct, precise pronunciation of terms. Eye contact with camera Presenters have clear knowledge of content 	<input type="checkbox"/> Poor presentation skills <input type="checkbox"/> Poor knowledge of content	<input type="checkbox"/> Fair presentation skills <input type="checkbox"/> Fair knowledge of content	<input type="checkbox"/> Good presentation skills <input type="checkbox"/> Good knowledge of content	<input type="checkbox"/> Excellent presentation skills <input type="checkbox"/> Clear knowledge of content	
		0 - 6 Points	7- 25 Points		SCORE

Attire/Appearance	<input type="checkbox"/> Some or no team members professionally dressed OR in company uniform, OR <input type="checkbox"/> Some or no team members are well-groomed	<input type="checkbox"/> ALL team members professionally dressed OR in company uniform, AND <input type="checkbox"/> ALL team members are well-groomed	
Technical Aspects – Videography and Editing			SCORE
	0 - 6 Points	7- 25 Points	
Camera Work and Images	<input type="checkbox"/> Images rock or shake <input type="checkbox"/> Issues with focus <input type="checkbox"/> Camera position in question <input type="checkbox"/> Unclear images or effects	<input type="checkbox"/> Does not rock and/or shake, <input type="checkbox"/> Stays in focus <input type="checkbox"/> Camera angles are appropriate <input type="checkbox"/> Images are clear and effective	
Editing	<input type="checkbox"/> Presentation is unorganized <input type="checkbox"/> Edits are not smooth <input type="checkbox"/> Audio is unclear, convoluted and distracting	<input type="checkbox"/> Presentation maintains fluidity <input type="checkbox"/> Edits are transparent <input type="checkbox"/> Sound, music, voice and effects are appropriate	
Running Time			SCORE
Three (3) Minimum to Five (5) Minute Maximum	<input type="checkbox"/> Video is shorter than 3 minutes <input type="checkbox"/> Video is longer than 5 minutes	<input type="checkbox"/> Video presentation within the designated time	
Final Score/TOTAL POINTS (out of 200)			

**SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW
COMPETITION REGISTRATION: Financial Statements**

- *Financial Statements MUST be submitted through the VEI/CA website – San Diego Trade Show page.*
- Submit in PDF-format
- **Deadline: Wednesday, March 11, 2015**
- Email this **TYPED** form to **jwood@guhsd.net** or fax to **619.697.0794** (Attn: Jeff Wood).

Financial Statements Information:

Name of Company:

Name of School:

VE Department(s) in charge of financial statements:

Primary Employee Contact (student):

Contact Phone #:

Contact Email:

Comments:

Questions?

If you have any questions, please call Jeff Wood at 619-667-6502 or email
jwood@guhsd.net

COMPANY NAME:					
Score Sheet for Competition Financial Statements					
Ratings:	Unaccept able	Requires Improvem ent	Acceptabl e	Very Good	Superior
	1 - 4	5 - 8	9 - 12	13 - 16	17 - 20
Financial Statements					Score
Introduction Page:	<i>In a short paragraph, describe your company and the products and/or services it provides. Maximum 6 sentences. Pictures and graphics may be included on the page.</i>				
Table of Contents:	<i>Clear and appealing table of contents reflecting the order of documents included.</i>				
Balance Sheet:	<i>Students have produced an up-to-date balance sheet representative of the most recent complete month. Information is accurate and realistic assets, liabilities and equity amounts are evidenced.</i>				
Income Statement:	<i>Students have produced an up-to-date income statement representative of the most recent complete month. Amounts reflect accurate and realistic changes in revenues, expenses and net income (loss).</i>				
Start-up Expenses Spreadsheet:	<i>All numbers have been thoroughly researched and are reasonable <u>start-up expenses</u> needed for this unique business.</i>				
Beginning Inventory Spreadsheet:	<i>All numbers have been thoroughly researched and are reasonable <u>inventory</u> items and amounts needed for this unique business.</i>				
Fixed Monthly Expenses Spreadsheet:	<i>All numbers have been thoroughly researched and are reasonable <u>monthly expenses</u> and amounts needed for this unique business.</i>				
Staff Organizational Chart:	<i>Company organizational chart reflects clear department structure and hierarchy within the business. Individual associates are listed with position titles.</i>				
Monthly Payroll Spreadsheet:	<i>Company monthly payroll spreadsheet lists all employee positions with realistic salaries and appropriate deductions. Total amounts for each column heading are given at the bottom.</i>				
Accounting Forms:	<i>Company Purchase Order (PO), Invoice and Customer Receipt forms are included</i>				
Overall Organization and Presentation:	<i>Documents are orderly and aesthetically appealing.</i>				
Judge's Signature:				TOTAL POINTS (Out of 220)	
JUDGES: please make comments on Strengths and Weaknesses on the back					

SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW
COMPETITION REGISTRATION: Video Commercial

- *Video Commercials MUST be viewable on YouTube*
- **Deadline: Wednesday, March 11, 2015**
- This form MUST be **typed** due to URL address specifics. *Remove the hyperlink if you are copying the URL from the YouTube site!*
- Email this form only to **jwood@guhsd.net** or fax to **619.697.0794** (Attn: Jeff Wood).

Video Commercial Information:

YouTube URL (MUST BE TYPED):

Name of Company:

Name of School:

VE Department(s) in charge of video:

Primary Employee Contact (student):

Contact Phone #:

Contact Email:

Comments:

Questions?

If you have any questions, please call Jeff Wood at 619-667-6502 or email
iwood@guhsd.net

VIDEO COMMERCIAL		Company Name:			
Evaluation Item	Poorly Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20	Points Earned
COMPANY IDENTIFICATION & AUDIENCE					SCORE
Company Identifiers <ul style="list-style-type: none"> Company Name Logo Slogan Product is clearly visible and easy to identify 	<input type="checkbox"/> Not all elements presented <input type="checkbox"/> Lacks artistic qualities <input type="checkbox"/> Does not leave a positive lasting impression	<input type="checkbox"/> Presented and identifiable but not very memorable <input type="checkbox"/> Some artistic qualities are evident, but they are weak	<input type="checkbox"/> Presented, identifiable, and mostly memorable <input type="checkbox"/> Artistic qualities somewhat enhance overall presentation <input type="checkbox"/> Makes positive and somewhat lasting impression	<input type="checkbox"/> Clearly presented, identifiable, and memorable <input type="checkbox"/> Artistic qualities evident and enhance overall presentation <input type="checkbox"/> Makes positive lasting impression	
Company Offerings <ul style="list-style-type: none"> Product and/or Service Presentation is clear and concise and achieves its purpose (i.e., public awareness, sell products/services, etc.). 	<input type="checkbox"/> None presented, OR <input type="checkbox"/> Poorly presented, AND/OR <input type="checkbox"/> Not appropriate for target market	<input type="checkbox"/> Presented <input type="checkbox"/> Questionable appropriateness for target market	<input type="checkbox"/> Presented but could use refinement <input type="checkbox"/> Appropriate for target market	<input type="checkbox"/> Clearly presented <input type="checkbox"/> Appropriate for target market; excellent target market match	
Need / Call to Action <ul style="list-style-type: none"> Stimulates audience response Brand image is supported by the video elements (ex. Logo, colors, slogan, etc.) Commercial is effective at motivating audience to action 	<input type="checkbox"/> Offensive to audience	<input type="checkbox"/> Neutral response	<input type="checkbox"/> Creates some desire to purchase product/service	<input type="checkbox"/> Creates strong desire to purchase product/service	
PRODUCTION VALUE, CREATIVITY AND CONTENT					SCORE
Entertainment Value & Originality <ul style="list-style-type: none"> Commercial includes an effective opening, body, and conclusion Transitions are effective and appealing 	<input type="checkbox"/> Completely fails to grab or keep audience attention <input type="checkbox"/> Content and ideas are very boring <input type="checkbox"/> No entertainment value	<input type="checkbox"/> Doesn't really grab and keep audience attention <input type="checkbox"/> Content and ideas are not very fresh, original, or inventive	<input type="checkbox"/> Somewhat grabs and keeps audience attention <input type="checkbox"/> Content and ideas somewhat fresh, original, and inventive	<input type="checkbox"/> Grabs and keeps audience attention <input type="checkbox"/> Content and ideas are fresh, original, and inventive	
Costumes and/or Props <ul style="list-style-type: none"> Audio and visual elements are coordinated and complementary 	<input type="checkbox"/> Lacks creativity and/or relevance <input type="checkbox"/> Does not reflect the nature of the product/service	<input type="checkbox"/> Some creativity, and relevance <input type="checkbox"/> Somewhat reflect the nature of the product/service	<input type="checkbox"/> Good creativity, and relevance <input type="checkbox"/> Reflect the nature of the product/service	<input type="checkbox"/> Excellent creativity, and relevance <input type="checkbox"/> Reflect the nature of the product/service	
Script and Actions <ul style="list-style-type: none"> Titles and Graphics enhance overall quality/presentation Content suitable, appropriate for school project Content and Credibility 	<input type="checkbox"/> Weak script <input type="checkbox"/> Weak command of script <input type="checkbox"/> Contains biases and/or poor taste <input type="checkbox"/> Stereotypes are insulting	<input type="checkbox"/> Somewhat weak script <input type="checkbox"/> Command of script needs polishing <input type="checkbox"/> Free of biases and/or poor taste <input type="checkbox"/> Stereotypes may be insulting	<input type="checkbox"/> Good script <input type="checkbox"/> Good command of script <input type="checkbox"/> Free of biases and/or poor taste <input type="checkbox"/> Stereotypes are not insulting	<input type="checkbox"/> Excellent script <input type="checkbox"/> Excellent command of script <input type="checkbox"/> Free of biases and/or poor taste <input type="checkbox"/> Stereotypes are not insulting	
TECHNICAL ASPECTS – VIDEOGRAPHY AND EDITING					SCORE
Camera Work <ul style="list-style-type: none"> Proper use of video technology Video uses multiple camera angles. Video is smooth and steady. Video is in focus 	<input type="checkbox"/> Unfocused and/or rocks <input type="checkbox"/> Poor camera angles	<input type="checkbox"/> Mostly focused and steady <input type="checkbox"/> Bland camera angles	<input type="checkbox"/> Mostly focused and steady <input type="checkbox"/> Good camera angles	<input type="checkbox"/> Focused and does not rock or shake <input type="checkbox"/> Excellent camera angles	
Editing <ul style="list-style-type: none"> Audio editing: Good quality & appropriate volume Visual editing: Titles and graphics enhance overall quality/presentation 	<input type="checkbox"/> Major issues w/storyline fluidity <input type="checkbox"/> Very distracting edits <input type="checkbox"/> Very distracting effects	<input type="checkbox"/> Some issues with storyline fluidity <input type="checkbox"/> Noticeable edits a bit distracting <input type="checkbox"/> Distracting sound/special effects	<input type="checkbox"/> Good fluidity of storyline <input type="checkbox"/> Mostly transparent edits <input type="checkbox"/> Sound/special effects enhance	<input type="checkbox"/> Excellent fluidity of storyline <input type="checkbox"/> Transparent edits <input type="checkbox"/> Sound/special effects enhance	
RUNNING TIME					SCORE
	0 Points		20 Points		Circle One
Running Time	Over 1 min 5 sec OR Under 55 seconds		1 minute ± 5 seconds		0 or 20
Final Score/TOTAL POINTS (out of 180)					

SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW
COMPETITION REGISTRATION: Company Catalog or Menu

- *Company Catalogs or Menus MUST be submitted through the VEI/CA website – San Diego Trade Show page.*
- Submit in PDF-format
- **Deadline: Wednesday, March 11, 2015**
- Email this **TYPED** form to **jwood@guhsd.net** or fax to **619.697.0794** (Attn: Jeff Wood).

Financial Statements Information:

Name of Company:

Name of School:

VE Department(s) in charge of financial statements:

Primary Employee Contact (student):

Contact Phone #:

Contact Email:

Comments:

Questions?

If you have any questions, please call Jeff Wood at 619-667-6502 or email
jwood@guhsd.net

COMPANY CATALOG/MENU		Company Name:			
Evaluation Item	Poorly Demonstrated 1 - 6	Does Not Meet Expectations 7 - 13	Meets Expectations 14 - 20	Exceeds Expectations 15 - 25	Points Earned
CATALOG					SCORE
Essential components <ul style="list-style-type: none"> • Table of contents for Catalog • Introduction page for Menu • Greeting letter • Page numbers • Prices • Order form • Company logo • Contact info: address, e- mail, phone & fax 	<input type="checkbox"/> Very few of the essential components are provided. <input type="checkbox"/> Components are presented in an unprofessional manner	<input type="checkbox"/> Some of the components are provided. <input type="checkbox"/> Components are presented in a somewhat professional manner	<input type="checkbox"/> Many of the components are provided. <input type="checkbox"/> Components are presented in a mostly professional manner	<input type="checkbox"/> All or most of the components are provided. <input type="checkbox"/> Components are presented in a most professional manner	
Organization & Efficiency <ul style="list-style-type: none"> • Product presentation. • Ease of use. Are products organized in a way that is user-friendly? • Space utilization 	<input type="checkbox"/> Products are not presented in a logical, rational manner <input type="checkbox"/> There is no apparent organization as Catalog or Menu not easy to navigate <input type="checkbox"/> Space is not effectively used	<input type="checkbox"/> Products are presented in a somewhat logical, rational manner <input type="checkbox"/> Catalog or Menu somewhat organized and user-friendly <input type="checkbox"/> Space is barely effectively utilized	<input type="checkbox"/> Products are presented in a mostly logical, rational manner <input type="checkbox"/> Catalog or Menu mostly organized and user-friendly <input type="checkbox"/> Space is effectively utilized	<input type="checkbox"/> Products are presented in a logical, rational manner <input type="checkbox"/> Catalog or Menu very organized and user-friendly <input type="checkbox"/> Space utilization is maximized	
Language <ul style="list-style-type: none"> • Clear • Appropriate for target audience • Grammar & spelling 	<input type="checkbox"/> Not clear <input type="checkbox"/> Not appropriate <input type="checkbox"/> Many grammar and/or spelling errors	<input type="checkbox"/> Somewhat clear <input type="checkbox"/> Somewhat appropriate <input type="checkbox"/> Some grammar and/or spelling errors	<input type="checkbox"/> Mostly clear <input type="checkbox"/> Mostly appropriate <input type="checkbox"/> Very few grammar and or spelling errors	<input type="checkbox"/> Clear <input type="checkbox"/> Appropriate <input type="checkbox"/> No grammar and or spelling errors	
Presentation, Art & Aesthetics <ul style="list-style-type: none"> • Quality of construction • Complexity of design and use graphics • Uniqueness 	<input type="checkbox"/> Construction is inappropriate and/or inferior <input type="checkbox"/> Design is basic and/or not well executed <input type="checkbox"/> Catalog or Menu is memorable due to shortcomings	<input type="checkbox"/> Construction is appropriate and acceptable <input type="checkbox"/> Design is beyond basic and fairly well executed <input type="checkbox"/> Catalog or Menu is not distinguished	<input type="checkbox"/> Construction is appropriate and good <input type="checkbox"/> Catalog or Menu well designed and design well executed <input type="checkbox"/> Catalog or Menu is distinguished	<input type="checkbox"/> Construction is appropriate and professional <input type="checkbox"/> Design exceptional and very well executed <input type="checkbox"/> Catalog or Menu is most distinguished	
Final Score/TOTAL POINTS (out of 100)					

**SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW
COMPETITION REGISTRATION: Company Website**

- *Company Websites MUST be viewable through the VEI website – US Directory Page.*
- **Deadline: Wednesday, March 11, 2015**
- Email this **TYPED** form to **jwood@guhsd.net** or fax to **619.697.0794** (Attn: Jeff Wood).
- *Judging will occur at any time from Tuesday, March 11 through Friday, March 28. Do not do any work on your site that would disrupt access to your site during this judging window.*

Financial Statements Information:

Name of Company:

Name of School:

VE Department(s) in charge of financial statements:

Primary Employee Contact (student):

Contact Phone #:

Contact Email:

Comments:

Questions?

If you have any questions, please call Jeff Wood at 619-667-6502 or email
iwood@guhsd.net

BASIC WEBSITE DIVISION		Company Name:			
Evaluation Item	Poorly Demonstrated 1 - 6	Does Not Meet Expectations 7 - 13	Meets Expectations 14 - 20	Exceeds Expectations 15 - 25	Points Earned
ESSENTIAL COMPONENTS					SCORE
Essential Components <ul style="list-style-type: none"> Name, Company Description, and Disclaimer* Products and Pricing Order Form Contact Info Functionality 	<input type="checkbox"/> Very few of the essential components are provided <input type="checkbox"/> Components are presented in an unprofessional manner <input type="checkbox"/> Many links are not functional <input type="checkbox"/> Lacks Disclaimer	<input type="checkbox"/> Some of the components are provided <input type="checkbox"/> Components are presented in a somewhat professional manner <input type="checkbox"/> Several Links are not functional <input type="checkbox"/> Includes Disclaimer	<input type="checkbox"/> Many of the components are provided <input type="checkbox"/> Components are presented in a mostly professional manner <input type="checkbox"/> Most links are functional <input type="checkbox"/> Includes Disclaimer	<input type="checkbox"/> ALL of the components are provided <input type="checkbox"/> Components are presented in a most professional manner <input type="checkbox"/> All links are functional <input type="checkbox"/> Includes Disclaimer	
ORGANIZATION & EFFICIENCY					SCORE
Organization & Efficiency <ul style="list-style-type: none"> Site Navigation Product presentation User-friendly and intuitive Space utilization and layout 	<input type="checkbox"/> Products are not presented in a logical, rational manner <input type="checkbox"/> No apparent organization; website is difficult to navigate <input type="checkbox"/> Space in not effectively used	<input type="checkbox"/> Products are presented in a somewhat logical, rational manner <input type="checkbox"/> Site somewhat organized and user friendly <input type="checkbox"/> Space barely effectively used	<input type="checkbox"/> Products are presented in mostly logical, rational manner <input type="checkbox"/> Site mostly organized and user friendly <input type="checkbox"/> Space is effectively used	<input type="checkbox"/> Products are presented in logical, rational manner <input type="checkbox"/> Site very well organized and user friendly <input type="checkbox"/> Space maximized without compromising aesthetics	
MARKETING EFFECTIVENESS					SCORE
Marketing Effectiveness <ul style="list-style-type: none"> Brand image Appropriate for target audience Logo and Company Info Appropriate & consistent fonts Effective use of multimedia & interactive elements (i.e. social media, videos, etc.) 	<input type="checkbox"/> Brand image is unclear <input type="checkbox"/> Not appropriate <input type="checkbox"/> Fonts distracting and unreadable <input type="checkbox"/> Optional use of multimedia and interactive elements detract from brand image	<input type="checkbox"/> Brand image somewhat clear <input type="checkbox"/> Somewhat appropriate <input type="checkbox"/> Fonts lace consistency or appear <input type="checkbox"/> Multimedia and interactive elements little or no value to brand image	<input type="checkbox"/> Mostly clear brand image <input type="checkbox"/> Mostly appropriate <input type="checkbox"/> Fonts consistency with brand image <input type="checkbox"/> Multimedia and interactive elements support the brand image	<input type="checkbox"/> Clear brand image <input type="checkbox"/> Very appropriate <input type="checkbox"/> Fonts appealing and consistent with brand image <input type="checkbox"/> Multimedia and interactive elements highly effective marketing tools	
PRESENTATION & AESTHETICS					SCORE
Presentation & Aesthetics <ul style="list-style-type: none"> Complexity of design & use of graphics Uniqueness Meets industry standard for professional appearance 	<input type="checkbox"/> Design basic and/or not well executed <input type="checkbox"/> Images not retouched and inconsistent with message <input type="checkbox"/> No evidence of originality or new thoughts <input type="checkbox"/> Website memorable due to shortcomings	<input type="checkbox"/> Design beyond basic and fairly well executed <input type="checkbox"/> Images may need correction but consistent with message <input type="checkbox"/> Little evidence of inventiveness <input type="checkbox"/> Website somewhat polished and professional	<input type="checkbox"/> Well designed & design well executed <input type="checkbox"/> Images mostly retouched and consistent with message <input type="checkbox"/> Elements show some evidence of inventiveness <input type="checkbox"/> Website mostly polished and professional	<input type="checkbox"/> Design exceptional and very well executed <input type="checkbox"/> Images retouch-ed and consistent with message <input type="checkbox"/> Elements fresh, original, and inventive <input type="checkbox"/> Website very polished and professional	
CONTENT					SCORE
Content <ul style="list-style-type: none"> Language & Mechanics 	<input type="checkbox"/> Unclear & poorly written language <input type="checkbox"/> Many grammar & spelling errors	<input type="checkbox"/> Language not well-written but mostly clear <input type="checkbox"/> Some grammar and/or spelling errors	<input type="checkbox"/> Language well written but may lack clarity <input type="checkbox"/> Very few grammar and/or spelling errors	<input type="checkbox"/> Language is clear and well written <input type="checkbox"/> No grammar and/or spelling errors	
EASE OF USE					SCORE
Ease of Use <ul style="list-style-type: none"> Navigation Ordering 	<input type="checkbox"/> Unorganized and difficult to navigate <input type="checkbox"/> Relationship between pages unclear <input type="checkbox"/> No way to order products	<input type="checkbox"/> Somewhat unorganized and difficult to navigate <input type="checkbox"/> Relationship between pages somewhat unclear <input type="checkbox"/> Way to order other than Shopping Cart	<input type="checkbox"/> Organized and fairly easy to navigate <input type="checkbox"/> Relationship between pages mostly clear <input type="checkbox"/> Shopping Cart available	<input type="checkbox"/> Well organized and easy to navigate <input type="checkbox"/> Relationship between pages very clear <input type="checkbox"/> Shopping Cart available that is easy to use with tax and shipping costs	
DISCLAIMER					SCORE
		0 Points	25 Points	Circle one	
The following disclaimer must appear on all submitted websites: This is an official Virtual Enterprises International firm's website for educational purposes only for 2014-15 – "Firm Name".					0 or 25
Final Score/TOTAL POINTS (out of 175)					

SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW

CREATIVE BOOTH COMPETITION OVERVIEW

Each Virtual Enterprise Company is asked to design and display a Trade Show Booth at the California Trade Show.

GUIDELINES::

- Each company will design and display a booth at the Trade Show.
- The display booth number must be clearly displayed on the back drape.
- Displays stay within the booth dimensions.
- All students can participate in booth construction and display at the Trade Show.
- **Adults are NOT allowed to assist in set up or operation of the booth.**
- No helium balloons.
- Decorations or displays must not completely block the sides of the booth. *Displays or decorations may obstruct up to, but NOT more than, 50% of either side of the booth.* Over 50% is unfair for the booths to either side of yours. This rule violation will cause disqualification. If you are not sure you are within the regulation (you're probably not!), you may request approval by the trade show coordinator (Mr. Wood).
- VE companies sharing a back pipes and drapes with another VE company on the opposite side should exercise courtesy and professionalism when hanging signs and decorations or projecting images. Please voice any concerns in a courteous and professional manner or contact Mr. Wood for assistance.
- Booth must be completed by 9:45 AM for judging.

Please review the competition Scoring Sheets for more detailed information on the areas to be scored.

CREATIVE BOOTH

COMPANY NAME _____					Booth # _____	
Score Sheet for Competition CREATIVE BOOTH						
Ratings:	Not Well Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20		
CUSTOMER PARTICIPATION / INTEREST					SCORE	
Customer Interest	~ Preliminary Round (<i>closed trade floor</i>) ~ Potential to attract and hold customers					
	~ Final Round (<i>open trade floor</i>) ~ Generates and holds most interest from the public					
Displays	<i>Goods and services clearly displayed</i>					
APPEALING & CREATIVE USE OF SPACE					SCORE	
Appealing and Creative	<i>Creativity attracts rather than detracts</i>					
Use of Space	<i>Creative use of space reflects original thought and planning</i>					
INNOVATIVE AND ORIGINAL MARKETING					SCORE	
Original Thought and Planning	<i>Reflects original thought and planning Evidence of innovative marketing strategies</i>					
Promotional Materials	<i>Posters, banners, signs, pamphlets, catalogs, etc. promote the company's image and effectively market the company's products/services</i>					
EFFORT SHOWN IN BOOTH DISPLAY & MARKETING					SCORE	
Original Effort and Energy	<i>Time and scale</i>					
Overall Appearance	<i>Creative and functional Easily accessible Neat and clean</i>					
PENALTIES					SCORE	
Miscellaneous Penalties <small>(penalties may be applied for interference with another company's booth, etc) NOTE: Please state nature of penalty, if one is applied.</small>					LESS:	
Judge's Signature: _____					TOTAL POINTS	
<i>JUDGES: Please make comments on Strengths and Weaknesses on the back.</i>					(Out of 160)	
<div style="border: 2px solid black; width: 100px; height: 50px; background-color: #ffe0b2; display: inline-block;"></div>						

SAN DIEGO VIRTUAL ENTERPRISE TRADE SHOW

BEST SALESMANSHIP COMPETITION OVERVIEW

Each Virtual Enterprise Company is asked to sell their product at the San Diego Trade Show. Each company will sell in a statewide competition on April 10 at the San Diego Virtual Enterprise Trade Show. Below are the details of the competition. Also, please review the attached Scoring Sheet for the Best Salesmanship competition.

RULES:

- Each company will sell their product at the Trade Show.
- Each company will sell from 11:00 am -1:30 pm. All students can participate in sales at the Trade Show.
- Emphasis will be placed on the following areas in the **Best Salesmanship** competition: Product/Service Knowledge, Professionalism, Customer Service and Attitude.
- Please review the competition rubric for more detailed information on the areas to be scored.
- **2015 reminder:** *Judges will not write out checks for sales made during judging. The judge will be grading the verbal and non-verbal interaction between the salesperson and the customer (judge).*

SALESMANSHIP

COMPANY NAME: _____			Booth # _____	
Score Sheet for Competition SALESMANSHIP				
	Ratings:			
	Not Well Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20
SALESMANSHIP				Score
Greet the Customer	<i>Salesperson introduced him/herself.</i>			
Qualify the Customer	<i>Salesperson asked questions to find out customers wants and needs.</i>			
Present the Product/Service	<i>Salesperson presented product/service based on information obtained through the qualifying process.</i>			
Product/Service Knowledge	<i>Outstanding product/service knowledge is evident, using company publications such as catalog, flyers, etc.</i>			
Overcome Objections	<i>Salesperson overcomes customer objections. Outstanding product/service knowledge is evident.</i>			
Close the Sale	<i>Salesperson asked for the sale. Sale was completed utilizing the Order Form. Order form correctly completed. Payment procedures explained. Sales receipt provided.</i>			
PROFESSIONALISM				Score
Professional Attire	<i>Attire is business professional (No deduction for company uniform) (please note reason for deductions)</i>			
Attitude	<i>Employee was polite and maintained a positive attitude</i>			
Close the Sale				Score
Persuaded to Purchase	Salesperson provided interest, details and knowledge that would initiate a purchase (Yes = 20 / NO = 0)			
Judge's Signature: _____			TOTAL POINTS (Out of 180)	
<i>JUDGES: Please comment on Strengths and Weaknesses on the back.</i>				

IMPACT MARKETING COMPETITION



Impact Marketing is the ability to “spark” a potential customer’s interest or curiosity quickly in your product or service. Some of the marketing devices used are mailings, doorknob hangers, refrigerator magnets or give-away items with a company’s logo and information imprinted on the item. One of the most effective types of impact advertising is the use of outdoor displays.

These include billboards, sides of buses, and bus stop and bench signage. The difficulty (and marketing challenge!) is to design an outdoor advertisement that creates interest or curiosity in a product or service **within seconds!** Most customers see this type of marketing for only a few seconds as the drive or pass by the billboard or bus stop.

Your challenge: Create a billboard that “sparks” interest for your company for the California VE Trade Fair. Billboards have changed dramatically in the last few years. They are very creative and well designed. Many have moving parts (using small engines), digital displays or are 3-dimensional. And others are extremely simple but effective (“Got Milk!”). It is time to utilize the creative, hands-on employees within your company.

Purpose: Create interest or curiosity within **5 seconds... without explanation!**

Guidelines:

- Your company’s billboard must be on a foam board that is 20” x 30”. These boards are available at most office supply retailers. It can be set either horizontally or vertically.
- Your company’s billboard must be set on an easel that you provide.
- Your company’s billboard CANNOT plug into electrical outlets. It must be self-contained. A battery pack is allowed if you have moving parts or digital readings.
- The display MUST be appropriate for a school function.
- Check in your billboard display at the check-in desk and a billboard number will be assigned to you for judging purposes.
- Your billboard will be placed in the designated “Billboard Competition” area of the convention center.
- Place your company and school name on the back of your board on the top right corner.

Horizontal
“Billboard-
style”

Vertical
“Bus
stop-
style”

Judging:

The judges will be instructed to have their back to your display. They will turn for 5 seconds to look at your billboard and turn back away. They will then use the judging rubric to grade your billboard.

Reminders:

- Check in at the front registration desk and you will be instructed on where to place your billboard.

IMPACT MARKETING <i>5-SECOND VIEWING</i>		Firm Name			
Evaluation Item:	Not Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 15 - 20	Points Earned
APPEALING & CREATIVE USE OF SPACE					SCORE
Appealing and Creative <ul style="list-style-type: none"> Creativity attracts rather than detracts 	<input type="checkbox"/> Not very creative <input type="checkbox"/> Detractive to potential customers	<input type="checkbox"/> Somewhat creative <input type="checkbox"/> Somewhat detractive	<input type="checkbox"/> Mostly creative <input type="checkbox"/> Mostly would attract potential customers	<input type="checkbox"/> Extremely creative <input type="checkbox"/> Very attractive to potential customers	
Use of Space <ul style="list-style-type: none"> Creative use of space reflects original thought and planning 	<input type="checkbox"/> Space not creatively used <input type="checkbox"/> Unoriginal <input type="checkbox"/> Not much thought in planning	<input type="checkbox"/> Somewhat creative use of space <input type="checkbox"/> Somewhat original and planned	<input type="checkbox"/> Mostly creative use of space <input type="checkbox"/> Mostly original and well planned	<input type="checkbox"/> Extremely creative use of space <input type="checkbox"/> Very original and well planned	
INNOVATIVE AND ORIGINAL MARKETING					SCORE
Original Thought and Planning <ul style="list-style-type: none"> Reflects original thought and planning Evidence of innovative marketing strategies Creates interest or curiosity 	<input type="checkbox"/> Does not reflect original thought & planning <input type="checkbox"/> No evidence of strategies <input type="checkbox"/> No interest created	<input type="checkbox"/> Some reflection of originality & planning given <input type="checkbox"/> Some evidence of marketing strategies <input type="checkbox"/> Some interest	<input type="checkbox"/> Mostly reflects originality & planning <input type="checkbox"/> Basic evidence of marketing strategies used <input type="checkbox"/> Interest / curiosity created	<input type="checkbox"/> Major reflection of originality & planning given <input type="checkbox"/> Very evident marketing strategies used <input type="checkbox"/> Great Interest and curiosity created	
EFFORT SHOWN IN IMPACT MARKETING					SCORE
Original Effort and Energy <ul style="list-style-type: none"> Evidence of planning and effort in project 	<input type="checkbox"/> No evidence	<input type="checkbox"/> Some evidence	<input type="checkbox"/> Basic evidence shown	<input type="checkbox"/> Major evidence shown	
Overall Impact to Viewer <ul style="list-style-type: none"> Creates interest and/or curiosity. Encourages further investigation by viewer 	<input type="checkbox"/> No interest created in company <input type="checkbox"/> No interest shown in billboard	<input type="checkbox"/> Some interest created in company <input type="checkbox"/> Possible investigation by viewer	<input type="checkbox"/> Main interest created in company <input type="checkbox"/> Some investigation by viewer	<input type="checkbox"/> Major interest in company <input type="checkbox"/> Encouraged to investigate company	
PENALTIES					
Miscellaneous Penalties (Not on easel, Not designated board size 20" x 30", etc....minus 5 points for each infraction)					
Final Score/TOTAL POINTS (out of 100)					