

14th Annual San Diego Virtual Enterprises International Trade Show



**San Diego, California
Friday, April 10, 2015
Information Packet**

**Market Creek Events and Venues
The Joe and Vi Jacobs Center
404 Euclid Avenue
San Diego, CA 92114
619.527.6161**



Coordinator: Jeff Wood, Mount Miguel High School, 8585 Blossom Lane, Spring Valley, CA 91977/ jwood@guhsd.net / 619.667.6502 (office) / 619.697.0794 (fax)

Additional support provided by the Grossmont Union High School District, and Mount Miguel High School's Academy of Hospitality and Tourism Advisory Board.



General Information on San Diego

Weather:

San Diego is a beautiful place to visit. With a moderate climate almost year-round, you can usually expect good weather most days. However, it does get chilly most evenings, so make sure to at least bring a light jacket.

Attractions:

There are numerous attractions in San Diego, depending on what you are looking for. We are known for our **World-Famous San Diego Zoo**. To get the out-of-town educational rate of admission, call the Education Department at (619) 557-3963; identify yourself as a teacher for the educational discount. (Minimum group size is 15, so if you have less than that, let me know, and we will see if any other groups would be able to combine with you).

Sea World is a fun and interesting place to go, but it is expensive. General Admission is \$65. Contact them via their website at www.seaworld.com for more information and current and or educational discounts or specials.

Another place popular with teenagers is **Belmont Park**, in Mission Bay. This is the spot where most teens go to the beach. There is an old-fashioned roller coaster, bumper cars and arcade there. No admission charge, but a fee to use the entertainment.

Hotels:

Contact Jeff Wood at 619-667-6502 or email at jwood@guhsd.net for more information.

Public Transportation – The San Diego bus and trolley systems have a station at the ***Euclid Transit Station*** (Trolley – Orange Line). This station is in the Market Creek/Jacobs Center.

Directions to Market Creek Events and Venues:

Use MapQuest or another web-based mapping system from your school or hotel site to:

Market Creek Events and Venues

The Joe and Vi Jacobs Center

404 Euclid Avenue

San Diego, CA 92114

619.527.6161

Or visit <http://www.marketcreekevents.com/directions.htm>

For more general information on San Diego, you may visit www.sandiego.org

REGISTRATION FOR EXHIBIT SPACE
14th Annual San Diego Virtual Enterprises International Trade Show
Market Creek Events and Venues - The Joe and Vi Jacobs Center
Friday, April 10, 2015

NOTE: Space is limited to **50 booths**. Booths are assigned on a first-come / first-served basis with inside booths being designated first. Failure to have your district purchase order in place may cost you your spot in the educational competitions.

***** Please Type Information! *****

Name of Enterprise:

Name of School:

Name of **Funding Source (District, CTE, other):**

Funding Source Contact: **Email/Phone:**

Consultant's Name:

Address:

City: State/Country: Zip:

E-Mail*:

* An invoice will be sent to this email. The invoice **MUST** be forwarded to your funding source for Trade Show payment.

Telephone: () Fax: ()

#		\$ Amount
	Booth Registration Fee @ \$465 (incl. 10 meals) <i>Do any of the 10 provided meals need to be vegetarian? If so, how many? _____</i>	\$
	Additional "Standard" Student/Staff Participant Fee (\$12 per person facility/meal fee for more than 10 students per booth)	\$
	Additional "Vegetarian" Student/Staff Participant Fee (\$12 per person facility/meal fee for more than 10 students per booth)	\$

Registration fee includes: Booth rental, **FREE** wifi & electrical access, entry into all competitions and ten (10) meals for participants.

Payment: Total Amount Due - \$ _____ Check or PO #: _____

Fax POs to 619.697.0794 – Attn: Jeff Wood.

We will generate an invoice and send to the Consultant listed above!

Fax or email this form to: 619.697.0794 or jwood@guhsd.net

Payment Instructions:

- Make real check payable to: **Grossmont Union High School District.**
- Signed copy of the registration form with check.
- Send all above to:

Jeff Wood
 Virtual Enterprise Coordinator
 Mount Miguel High School
 8585 Blossom Lane
 Spring Valley, CA 91977

Cancellation Policy

Any cancellation of exhibit space must be in writing to Jeff Wood at jwood@guhsd.net or at address above. The **\$150 fee** will be charged for cancellation **after March 3, 2015** and the **entire fee** will be forfeited for cancellations received **after March 24, 2015.**



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 by Wednesday, March 12, 2015**, in order to be considered for the competition.

SCHEDULE OF THE DAY'S EVENTS

<p><u>Trade Show Floor:</u></p> <ul style="list-style-type: none"> • Salesmanship • Creative 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 in Bakersfield.</i></p>	<p><u>Written/Submitted Entry ONLY:</u></p> <p>Must be uploaded by Wednesday, March 12, 2015</p> <ul style="list-style-type: none"> • Catalog or Menu • Financial Statements • Video Commercial • Web Design • Video Marketing Plan Presentation <p><i>Uploading instructions will be posted on the veinternational.org/ca website page in late January/early February.</i></p>
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<p>7:00 –9:45 AM</p> <p>10:00 –11:00 AM</p> <p>11:00 AM</p> <p>1:30 PM</p> <p>1:30 – 2:00 PM</p> <p>2:00 PM</p>	<p>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.)</p> <p>Booth Design Competition – All students MUST leave the trade fair floor. Brunch is provided during this time to students and teachers.</p> <p>Trading officially begins</p> <p>Trading officially ends</p> <p>Presentation of Awards</p> <p>Dismantling of booths</p>
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- Brunch will be provided (10 meals are included with each booth fee) during the Best Creative Booth Competition time (9:45 – 11:00 AM). Standard and Vegetarian meal tickets will be given to Coordinators at check-in.
- 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!
- Read *Trade Fair Regulations* for booth design limitations

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NOTE: Payment or PO # **MUST** accompany this form in order to be considered registered by the deadline.



**INTENT TO PARTICIPATE
2015 SAN DIEGO VE TRADE SHOW COMPETITIONS**

PLEASE EMAIL OR FAX THIS FORM WITH YOUR REGISTRATION TO:

JWOOD@GUHSD.NET OR 619.697.0794 – ATTN: JEFF WOOD

School Name: _____

Company Name: _____

Please mark the competitions that you plan to participate in at the Southern California Trade Show:

Uploading instructions will be posted on the veinternational.org/ca website page in late January or early February.

- Financial Statements (PDF) – Upload *by Wednesday, March 12, 2015***
- Video Commercial (YouTube URL) – Upload *by Wednesday, March 12, 2015***
- Company Catalog or Menu (PDF) - Upload *by Wednesday, March 12, 2015***
- Video Marketing Plan Presentation (YouTube URL) – Upload *by Wednesday, March 12, 2015***
- *Web Site Design – Upload *by Wednesday, March 12, 2015***

*** By checking the Web Site Design box, you are automatically in the competition. HOWEVER, your company's website must be uploaded and accessible through the <http://veinternational.org/us-firm-directory/> portal. I suggest the website be uploaded well before this day to ensure your site is functioning properly.**

All companies are entered:

*Impact Marketing (Billboard)
Creative Booth
Salesmanship*

Note: Your registration payment by check or PO officially registers you for the Trade Show –Your payment time is extremely important.

Trade Show guidelines and rubrics are the same as the California State (Bakersfield) Trade Fair. Most questions can be answered by reviewing that information packet.

For additional inquiries, contact Jeff Wood at

619.667.6502 or jwood@guhsd.net



Trade Show Location:

Market Creek Venues and Events – Jacobs Center, 404 Euclid Ave., San Diego, CA 92114

You should review the locations listed online and map their locations to make the best decision for your VE program and your time. Given the location, my recommendation is to stay in the **Mission Valley area** of San Diego. My reasons are as follows:

- Easy freeway access in all directions
- Located in central San Diego
- Approximately 20 minutes away from event site
- Approximately 15 minutes away from downtown, Balboa Park, Sea World, SD Zoo, Belmont Park and most beaches.
- 2 large malls with restaurants, theatres and shopping. (Mission Valley Mall and Fashion Valley Mall)

NOTE: *Ask for the government/education rate or AAA rate (if you are a AAA card member) if available. The listed hotels are reasonably priced and offer a **FREE** continental breakfast bar. I used Hotels.com. You can use other internet sources to tailor your trip with your criterion.*

La Quinta Inn San Diego Mission Valley
641 Camino Del Rio S, San Diego, CA, 92108
Hotel Info: 866-539-0036

Comfort Inn & Suites Hotel Circle
2201 Hotel Circle S, San Diego, CA, 92108
Hotel Info: 866-539-0036

Vagabond Inn Hotel Circle
625 Hotel Cir S, San Diego, CA, 92108
Hotel Info: 866-539-0036

SUPER 8 MOTEL - SAN DIEGO
445 Hotel Cir S, San Diego, CA, 92108
Hotel Info: 866-539-0036

Howard Johnson Express Inn - San Diego
1631 Hotel Cir S, San Diego, CA, 92108
Hotel Info: 866-539-0036

Holiday Inn Express San Diego-Old Town
3900 Old Town Ave, San Diego, CA, 92110
Hotel Info: 866-539-0036

Comfort Inn & Suites Zoo SeaWorld Area
2485 Hotel Circle Place, San Diego, CA, 92108
Hotel Info: 866-539-0036

Hawthorn Suites by Wyndham San Diego
1335 Hotel Circle S, San Diego, CA, 92108
Hotel Info: 866-539-0036

Recommended by our event host, Market Creek Events and Venue:

Marriott Courtyard San Diego Mission Valley
595 Hotel Circle South, San Diego, CA 92108
Ask for the Market Creek rate!
Note: Free breakfast bar not available.