

International Trade Show Reference Sheet

<p style="text-align: center;">MATERIAL SHIPMENT TO ARMORY</p>	<p>Materials may be shipped to the armory prior to the event. Carriers (UPS, FEDEX, USPS) must set delivery for Monday, April 18 between 8 AM – 1:00 PM.</p> <p style="text-align: center;">Armory personnel will not accept packages delivered before this date and deliveries will be turned away.</p> <p><u>Mailing Address</u> 69th Regiment Armory Attention: Virtual Enterprises International 68th Lexington Avenue New York, NY 10010</p> <p>To retrieve your packages, please visit Lorna Sinclair at the registration desk on Monday, April 18 and provide her with your <u>tracking information</u>.</p>
<p style="text-align: center;">TRADE SHOW SET UP & BREAKDOWN</p>	<ul style="list-style-type: none"> ❖ Set up will take place on Monday, April 18 from 1:00 PM to 7:00 PM All coordinators must be up their packets on this day. Packets will include: <ul style="list-style-type: none"> ○ Welcome and Reminders instruction sheet. ○ Trade Show Guidelines document ○ US Network Bank Cards and Instructions ○ Numbered lunch tickets that correspond to the time sessions noted above. ○ Youth Business Summit Events Program ○ Lanyards ○ WiFi username and password ○ Trophies awarded for website/catalog competition winners ❖ Breakdown will occur on Tuesday, April 19 from 3:30 PM to 4:30 PM <p>Under no circumstances may exhibitors dismantle displays before the scheduled time.</p>
<p style="text-align: center;">BOOTH HEIGHT</p>	<p>Display height is limited to 8 feet.</p>
<p style="text-align: center;">BADGES</p>	<p>All participating students and faculty members MUST have identification badges visible at all times. The badges must include the participant’s name, firm name, and school.</p>
<p style="text-align: center;">STUDENT LUNCH</p> <p style="text-align: center;"><i>Sponsored by:</i></p> <p style="text-align: center;">PIMCO FOUNDATION</p>	<ul style="list-style-type: none"> • Lunch tickets will be provided to paid participants and will be included in your registration packet. • A box lunch will be provided only to those who have a lunch ticket. The lunch tickets will be numbered to indicate the time your group is scheduled for lunch. Lunch times will be on a staggered basis between 10:45 AM and 1:00 PM. The times are as follows: <ul style="list-style-type: none"> ○ Session 1 – 10:45 AM – 11:05 AM ○ Session 2 – 11:10 AM – 11:30 AM ○ Session 3 – 11:35 AM – 11:55 AM ○ Session 4 – 12:00 PM – 12:20 PM ○ Session 5 – 12:25 PM – 12:45 PM <p style="text-align: center;">NO FOOD or DRINK may be brought back to the booth.</p> • Students may bring a bag lunch and eat it at the lower level lunch room. We caution students leaving the Armory for lunch to cross at the corner and we encourage chaperones to send students to lunch based on a schedule as noted above.

Detailed Trade Show Preparation information, including Trade Show Banking, Selling and Invoicing and GUEST purchasing procedures has been uploaded to VEI's Portal.

Login to the Portal, and click Trade Show on the left sidebar to find these resources.

You will encounter different categories of customers at the trade show:

- **US Virtual Enterprise Firms and Employees**
- **International Practice Firms and Employees**
- **Guests**

- **US Virtual Enterprise Firms and Employees:** These sales - made to VE participants making a purchase on their own or on behalf of their VE firm – are sales on account. Your customer will pay afterwards from a US Network Bank Account. It is the responsibility of the seller to qualify the sale and determine if the purchaser is likely to be able to pay. While there are no official limits on the quantities or dollar amounts of such sales, they should be realistic and mirror real world practices. Assume that the buyer is not a wholesaler and not a multi-millionaire. For example, an individual wouldn't normally purchase 30 pairs of sneakers, nor would an individual pay \$50,000 for you to design a brochure or \$1 million for an ad on a website that isn't heavily trafficked.
- **International Practice Firms and Employees:**
 - a. Sales made to international firms are made on account; your customer will pay afterwards from a bank account from their home country bank.
 - b. Sales made to international employees may be paid on account, although payment will be made from the **firm's** bank account. International employees have the option of paying using a US Network Bank Card.
- **Guests (point-of-sale payment):** These are sales to "guests" (non-VE participants) who will pay using a US Network Bank Card that can be obtained at the US Network Bank distribution table. Each card has a unique number and can be used at every booth, but only one time at any booth. The maximum amount of any sale on a US Network Bank Card is \$5,000.

Obtaining Payment into Your Bank Account for Bank Card Sales:

Using the Buy Button


In order to receive payment using the Buy Button, your firm's website should have a Buy Button for each product/service and package you offer. If you do not have a Buy Button, do the following:

- Log into the **VE Portal**
- On the top of the page, click on **Store Manager**
- Click on **Documentation** on the sidebar
- Follow the steps to add the Buy Button feature to each product/service and package your firm sells on your website

For every invoice, add each item to your cart, proceed to checkout, select **Pay with Credit Card** and fill in the customer's information. Your firm should receive the payment within a few minutes.

BANKING

Firms participating in the NYC International Trade show will receive payment from the U.S. Network Bank for sales made to guests who use the Trade Show Card, providing such sales conform to allowed practices.

COMPETITIONS	Best Booth	Best Salesmanship	Catalog	Website
	Booths will be judged on: Space Utilization Booth Design Product Display Promotional Material	Salespersons will be judged on: Customer Service Selling Tools Professionalism	Catalogs will be judged on: Presentation Content Ease of Ordering (CLOSED)	Websites will be judged on: Content Navigation Visual Design Interactivity (CLOSED)
Details and Rubrics on VEI Website				
SUPERVISION	Be sure you have made arrangements to have your students supervised at all times. If you are sending students out of the Armory, be sure they are supervised. In addition, be sure you have signed parental permission forms for all activities in which your students are participating.			
ATTIRE	The Trade Show is a professional exhibition and students should be dressed in professional business attire. Please do not allow students to wear jeans or sneakers.			
MEDIA RELEASE FORM	We will have a photographer and videographer at all events. It is also likely that press will cover the Trade Show. Please be sure that you have a VE ‘Consent to be Photographed’ release form signed by each students’ parents on file at your school.			
HOUSEKEEPING	All bulk crates, packing materials, etc. must be removed and deposited in receptacles provided prior to show opening and following breakdown. All booth refuse must be placed in plastic garbage bags provided and taken to disposal areas, which will be clearly identified. <u>No storage is permitted behind booths along walls. These areas must be kept clear.</u>			
SOCIAL MEDIA	Please document your experience on social media using the following hashtags: #2016YBS. A social media wall will be present at the Trade Show, allowing participant’s photos or videos to be displayed live.			
VIP ROOM HOSPITALITY <i>Sponsored by:</i> 	The Veterans’ Room on the bottom floor will be opened all Trade Show for teachers, special guests and staff only. No students are allowed in this room.			