



2019 SOUTHERN REGIONAL CONFERENCE AND EXHIBITION

Event and Registration Overview

***Please read all materials carefully -
there are several changes in procedures this year.***

Come as early as Saturday, November 16th to spend time at the amusement park, Dollywood, or explore the Great Smoky Mountains and Gatlinburg. If arriving by plane, the Knoxville, TN airport will be the airport you will need. We are VERY excited this year to be at the LeConte Center again with over 100,000 square feet. We will have ample space for all booths to be in one room. Competitions will be held in break out rooms on the FIRST day of the conference and exhibition on Sunday, November 17.

Sunday, November 17, 2019– Monday, November 18, 2019
LeConte Event Center
2986 Teaster Ln
Pigeon Forge, TN 37863

Powered By
intuit.Education

#veinternational

• veinternational.org •



CONFERENCE AGENDA

Date	Information
Sunday, November 17, 2019	2019 Southern Regional Competitions
9:00 AM	State Business Plan Competition
9:30 AM – 3:00 PM	On-Site Competitions: <ul style="list-style-type: none">• Elevator Pitch• HR• Marketing <p><i>After the deadline for registration of these 3, your firm will be emailed your competition times that will begin at 9:30 AM on Sunday, November 17th. Please make sure you write down the times of your competitions and the room numbers because there will not be anyone at the desk to tell you. Remember to use multiple students because all 3 could be at the same time.</i></p>
1:00- 3:30 PM	Conference and Exhibition Registration/Booth Setup <p><i>(Only teachers check in at front of the building, and then unload in the back at the loading dock.)</i></p> <p><i>When you get materials unloaded, make sure and report to registration desk to enter your impact marketing board. Only those who enter the competition at the time of registration will be allowed to enter a board into competition. You cannot decide after your reserve your booth to enter the competition.</i></p>
4:00 PM	Judging of Booths and Impact Marketing
Monday, November 18, 2019	2019 Southern Region Conference and Exhibition
8:45 AM	Opening Ceremony
9:00 AM	Opening Bell
12:00 PM	Trading Ends/Announcement of Awards
12:30 PM	Breakdown, Clean-up, and Check out



IMPORTANT DATES & DEADLINES

Date	Information
September 16, 2019	Site opens to submit pre-conference online competitions
October 18, 2019 @ 7:00 PM EST	<p>Deadline to submit for firm to compete in on-site competitions at the Conference. After this deadline, firms will still be allowed to register for the conference, but firms will not be able to register to compete.</p> <p><i>The HR, Marketing, and Elevator Pitch competitions will be held beginning at 9:30 a.m. on Sunday, November 17th at the LeConte Event Center. This is the morning of booth set up that is not until 1:00 p.m. Please encourage multiple students because all 3 of your competitions may be at the same time. If you register to compete, you need to make sure your students are there to compete.</i></p> <p><i>If your firm registers to compete in the live competitions on Sunday, please make sure and follow thru. Judges have given up their time to help.</i></p>
October 28, 2019 @ 7:00 PM EST	Deadline to submit pre-conference online competitions. No submissions accepted after deadline
November 5, 2019	Deadline for Conference Registration
November 15, 2019	Deadline for Payment of Registration



REGISTRATION DETAILS

Registration and Payment Instructions

1. To register for a booth and the event, sign into the hub by going to hub.veinternational.org
2. Click on "Marketplace Tools"
3. Click on "Firm Admin"
4. Choose the Firm you want to register with
5. Click on "Trade Show Registration"
6. Once registration is completed, you will receive a confirmation and an invoice
7. Submit the invoice to your accounts payable department requesting payment.
8. Payment is due by Friday, November 15, 2019. Please make sure to start this process as soon as possible
9. Please include a copy of the invoice with payment and send to:

**Attn: Mohammad Hossain
Finance and Operations Manager
Virtual Enterprises International, Inc.
122 Amsterdam Avenue
New York, NY 10023**

Make checks payable to: Virtual Enterprises International, Inc.

Booth Fees

- The price for a booth is \$300.00
- ELECTRICITY is NOT included in the booth fee
- To secure electricity in your booth, you will need to contact Griffin Electric Company. Their contact information and order form with all details are attached at the end of the Registration details.

Cancellation Policy

Any cancellation of booth space must be sent in writing to Penny Riddle, priddle.tn@veinternational.org. **A \$125.00 fee will be charged for any cancellation before November 1, 2019. The entire registration fee will be forfeited or charged for cancellations received AFTER November 1, 2019.** Payments for booth space need to be received before the event.



CONFERENCE & EXHIBITION GUIDELINES

Booth Set-up

Set up will take place on Sunday, November 17th from 1:00 pm until 3:30 pm. **Have your bus park in the front of the building. Only 1 teacher from each firm will enter the front of the building to check in. Then your bus will pull to the back of the building to unload and set up your booth. Make sure while setting up your booths that if you pre-registered for the Impact Marketing competition, to bring your board and easel to the registration desk to receive your number.** All firms must exit the center at 3:30 pm for judging of booths.

Booth Specifications

- The booth is 10' wide and 10' deep.
- 6' skirted table (table is 24 inches wide) with 2 chairs and 1 waste basket
- Booths DO NOT COME WITH ELECTRICITY. To arrange for electricity, contact and pay separate to the provider, Griffin Electric. (See attached documents)
- All displays, tables, chairs, etc. must fit within the confines of the booth and may NOT extend into the aisle.
- No part of the booth design may block the view from **side to side** of another booth.

Exhibitor Considerations

- No exhibitor may engage in any activity or device that tends to create unreasonable congestion in the aisles.
- Firms may sell ONLY IN FRONT OF THEIR BOOTHS.
- All marketing activities, exhibits, moving displays, etc. should not create crowd congestion or obstruct activities of adjacent exhibitors.
- Booth sides **may not** be enclosed with streamers, balloons, banners, flags, netting, etc. that would create a sight line obstruction from one exhibit to the next.
- Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, painted surface or wall of the Center.
- Exhibitors are to show respect for spectators and booth demonstrators by keeping the volume of music or other amplified sound to a minimum.
- Under NO circumstances are adhesive back decals to be given away.
- In accordance with LeConte's regulations, the following items are not permitted:
 - Confetti, glitter, rice, or birdseed
 - Dirt, soil and sand on carpeted areas
 - Water displays on carpeted areas
 - Adhesive-backed decals, duct tape, double-sided tape
 - Helium balloons may not be given away, sold, or used in the facility



CONFERENCE & EXHIBITION GUIDELINES (cont.)

Move in and Move out

Your bus will park in the parking lot in front of the building. Only 1 representative per firm is to enter the front doors (Everyone else, please stay on the bus) That 1 person will check your firm in and you will be provided your information. Then the bus will take you to the loading dock in the back of the building where you will be able to unload your materials to set up your booth.

Move-out is to be accomplished at the loading dock area only. Exhibitors, who attempt to move-in or move-out through the front of the Center, will be immediately requested to use the loading dock!

Food and Beverage Policies

- NO outside food or beverages are permitted in the LeConte Center.
- Food concessions will be offered for the students to purchase. Items will be nachos, hot dogs, pizza, etc.
- Any food that a firm plans to offer at their booth must be commercially pre-packaged and no larger than 4 ounces.

Electrical Requirements

The LeConte Center's In-house Electrical Contractor (Griffin Electric) will provide all electricity to your booth. If you bring extension cords and power strips they need to be a 3 prong and in good working condition. To arrange for electricity, you must fill out the form and send payment directly to Griffin Electric. Order form and information is provided in the attached documents.

Breakdown

12:30 p.m. EST on Monday. Under no circumstances can exhibitors dismantle displays before the scheduled time or your firm will be penalized 50% of your sales. Check-out procedures will be enforced. Crates and packing materials not required for the show must be removed immediately after setup.

Check-Out Procedures

1. Break down and removal of booth materials at 12:30 pm. EST
2. Exhibitors shall remove ALL trash from their booth and place EVERYTHING in trash bags.

Supervision

Be sure you have made arrangements to have your students supervised at all times. In addition, be sure you have signed parental permission forms for all activities in which your students are participating.



Name Badges

All participating students and guests MUST have identification badges visible at all times. You must supply the badge. The badges must include: Participant's name, Firm name, School Name

Guests will be identified with a badge that reads "GUEST."

Responsibilities and Regulations

The exhibitor agrees to abide by all rules as set forth by the Southern Region Virtual Enterprise acting on behalf of Virtual Enterprises International, Inc.

Exhibit Staffing and Supervision

Booths must be continually staffed by at least two people during all official set-up and exhibit hours. Students must be supervised at all times.

Professional Behavior

Smoking is not permitted in the LeConte Center. Exhibitors are required to keep their booth area neat and litter free. During the official trading day, participants must dress in accepted business attire or in a manner that compliments the exhibit booth theme. Disorderly conduct, profanity and running are expressly prohibited. Any inappropriate behavior is prohibited and is cause for immediate dismissal from conference activities. Coordinators must actively chaperone their "employees."

Event Security

Although Virtual Enterprises International 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 in the booth during setup, breakdown or any time that the exhibit is open for trading. Please report any security issue, which would affect the event, to conference management, at the registration table

Selling and Processing Sales

You will be selling to two categories of customers.

1. Customers who are visitors to the trade exhibition (non-VE participants) and do not have online virtual checking accounts. These customers will pay for their purchases using the US Network Bank Card that will be provided to them on the day of the trade exhibition. Each card can only be used at a booth one time. The maximum amount of any sale on the US Network Bank Card is \$5,000.
2. Customers who are VE participants (VE firms and VE students) who have online virtual checking accounts. These customers will pay for their purchases using the new Student Debit Card. VE Firms will most likely make their purchases "On Account", which means they will make payment for the sale at a later date.

You will be processing sales through the new Trade Exhibition Point of Sale System (POS). The POS system is provided to VE firms with an exhibition booth to easily process trade exhibition sales payments. This system can be used on a smartphone, iPad/tablet, or laptop with a WiFi or cellular data connection.



IMPORTANT: HOW TO MAKE SALES

Instructions for the Trade Exhibition Point of Sale System can be found by clicking [here](#)
Instruction for setting up and using the Student Debit Card can be found by clicking [here](#)
Instructions for using the US Network Bank Card can be found by clicking [here](#)

In the event that a student or firm does not have their debit card or another appropriate payment method, they will have to pay for their purchase after the trade exhibition is over. These are called "Sales On Account". Make sure to request the information you will need from these customers in order to follow up with them (i.e. customer name, VE firm name, school name, email address, phone number).

All customers must receive an invoice for their purchase. An invoice is a bill or a form that lists the quantity, description, unit price, and total cost of the items sold to a customer. The customer will want – and should receive – an invoice at the time of the sale. The seller must keep a copy of the invoice as well.

The seller's copy of invoices for sales "on account" should be signed by the customer. If payment is not made, an invoice signed by the customer is evidence that the seller is entitled to receive payment. Consider how will you prepare duplicate copies of invoices.

Remember to make it easy for customers to pay you. Be sure to set up your POS system in advance and test it out before the exhibition. Include your contact information and US Network Bank account number on your invoice.

Raffles and Promotions

Raffles and promotions are a proven way to increase sales. Customers who buy are allowed to enter into a drawing for prizes. Be aware of the following: It is not legal to require a purchase to be entered into a raffle, however, when a purchase is made that customer can be given a free opportunity to register for the raffle. Raffle items should not exceed a value of \$100.00 to be fair to all firms. Also remember that as a "Virtual" conference and exhibition, no sales of actual products are permitted.

If your firm is drawing for raffles, please tell your students to write down the name of the winner and your booth number. They will bring that slip of paper to post on the board that will be at the backdoor next to loading dock. All drawings must be done by 11:00 so that everything can be picked up at your booths before the trade show ends at 12:00. Drawings need to run from 9:00 until 11:00.



Booth Numbers

All booths have an assigned number that is displayed on top of the pipe and drape. This number must remain in this location and made visible throughout the event. Once a booth is assigned, companies are not to exchange numbers or booth spaces with other companies. These numbers are used by the judges.

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.



HOTELS AND LODGING INFORMATION

TN VIRTUAL ENTERPRISE CONFERENCE
MUSIC ROAD CONVENTION CENTER Pigeon Forge, TN
Monday, November 18, 2019 (TRADE SHOW / conference date)

SCHOOL NAME: _____

ADDRESS: _____

CITY: _____ STATE: TN ZIP: _____

CONTACT NAME : _____

SCHOOL PHONE: _____ DIRECT # OR EXTENSION _____

CONTACT FAX NUMBER: _____

CONTACT CELL : _____ EMAIL: _____

BEST TIME DURING SCHOOL DAY TO CONTACT YOU IF NEEDED

(DAYS AND TIMES): _____

I WOULD LIKE TO RESERVE THE FOLLOWING ROOMS:

KING BEDS ARE FOR ADVISORS AND TEACHERS ONLY (ADULTS). TOTAL tax is 12.25% t
* Sales TAX ONLY May be exempt (9.75%) with proper certificate from TN department of Revenue.
If unsure send form before sending payment. 2.5% lodging tax is not exempt. *Rooms are available for Friday arrival if needed at Saturday rate – call to check availability.*

2018	Saturday - Nov. 16	Sunday - Nov. 17	Monday - Nov. 18	DAMAGE DEPOSIT (REQUIRED)	ESTIMATED TOTAL
BASE ROOM RATE:	\$125.00	\$95.00	\$95.00		
With all taxes included:	\$140.31	\$106.64	\$106.64		
If Tennessee Tax Exempt*	\$128.13	\$97.38	\$97.38		
2 QUEEN BEDS					
1 KING BED (TEACHER/CHAPERONE ONLY)					
TOTAL (SEE TAXES)				+\$100.00	

COMPLETE LODGING FORM & RETURN WITH FIRST NIGHT DEPOSIT FOR ALL ROOMS REQUESTED TO: MS. MICHELL KLENKE – SEE ADDITIONAL GROUP INFORMATION FORM for complete information on payment process.

MUSIC ROAD RESORT - 303 HENDERSON CHAPEL ROAD - PIGEON FORGE, TN 37863
PHONE: 865-286-1782 — FAX 865-286-2236

ROOMS ARE FIRST COME – RESERVATION CUT-OFF IS OCTOBER 17, 2019
(IF YOU ARE BRINGING A BUS, DON'T FORGET TO INCLUDE A ROOM FOR THE DRIVER
IN TOTAL ABOVE IF REQUIRED).



TENNESSEE VIRTUAL ENTERPRISE INTERNATIONAL 2019

MUSIC ROAD RESORT ADDITIONAL CONFERENCE INFORMATION



How will you be arriving?

If you will be arriving by school bus or motor coach, please email the Resort Sales Department so we can be prepared in advance to plan for adequate reserved parking for your bus.

Just email as follows:

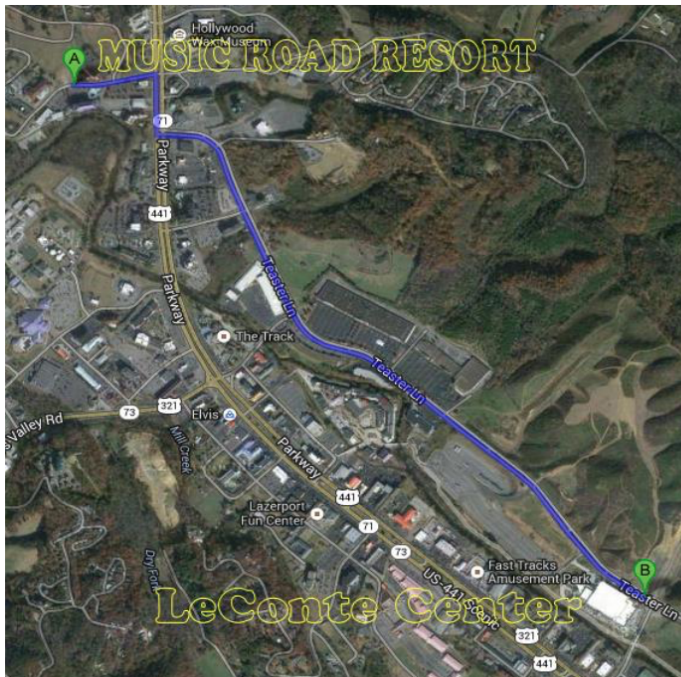
mklenke@musicroadresort.com

Subject Line: Virtual Enterprise Bus Parking

Let Michele Klenke know how many buses/coaches you will have staying on site and the School name.

If you are bringing a regular or extended van, no advance notice is required

The tradeshow is being held in 2019 at the LeConte Center located 1.7 miles away from the Music Road Resort. It is an easy travel, just a few minutes away.





The following information is for Music Road Convention Center if you decide to stay there

Music Road Resort - TN VIRTUAL HOTEL ASSIGNMENT: _____
(FOR MUSIC ROAD HOSPITALITY STAFF USE)



SCHOOL NAME: _____

ADVISOR
"A"
STUDENTS
"S"

PLEASE INDICATE
IF ADVISOR CAN
TAKE A SINGLE KING ROOM

ROOM
ASSIGN
(mrh staff
use only)

IF MORE THAN 1 PERSON IN ROOM -LIST ADDITIONAL NAMES 2-4 - COPY SHEET AS NEEDED

#	Last Name	First Name	ARRIVAL	DEPART			
1							
2							
3							
4							
1							
2							
3							
4							
1							
2							
3							
4							
1							
2							
3							
4							
1							
2							
3							
4							



**MUSIC ROAD RESORT – Pigeon Forge, Tennessee
GROUP INFORMATION -2019**

Beginning in fall of 2018, the hotel instituted a new policy regarding reserving group rooms.

- 1) All rooms reserved must pay at one night deposit to secure the rooms.**
- 2) You should be prepared to have the school send a check for all rooms reserved with your room request. You can also reserve rooms with a school or organization credit card, which can be provided via phone once you submit your lodging form.**
- 3) A credit card charge authorization form will be required if you will use a credit card. Contact Michelle Klenke to secure this form at 865-286-1782.**

We appreciate you booking with the Music Road Hotel/Inn. Please do not hesitate to ask if there is anything we can do that will make your stay more enjoyable. Our staff is on duty 24 hours to ensure that your stay is both comfortable and satisfying.

We would like to ask your assistance by advising your group of the following rules:

- 1. Please ask them to not play their televisions or radios too loudly and refrain from running in the lobby, hallways, or pool area.
- 2. Use towels provided by poolside for all water activities.
- 3. Quiet time is from 11:00P.M.to 7:00A.M.
- 4. Please remind them that there are other guests in the hotel who may be sleeping. Also please be considerate of small children around the indoor pool area.
- 5. We require leaders and/or chaperones to be with the group whenever they are on property.
- 6. No items may be charged to hotel rooms during your stay.
- 7. **The group will be held responsible for any damages incurred by its members. Damages are ultimately responsibility of the school.**
- 8. In the event that any complaints are received about an individual or your group, they will be warned one time by the management on duty. A second complaint received will result in you being contacted (as a group leader and/or chaperone). If further complaints are received, you will be asked to vacate the property; and furthermore, you will be billed for any refunds or room adjustments the hotel must give our guests due to the behavior of your group or any member of it. Advisor (as a school representative) agrees to verify any damages with hotel staff, and school will be responsible for payment for all verifiable damages and/or lost revenue attributed to your group. Please sign this letter and return it to us in recognition that you have read these rules and agree to abide by them. Thank you.
- 9. **Closed circuit cameras are monitoring and recording activities in all common area. Any issues can be reviewed.**

ROOM CHECK-OUT IS NO LATER THAN 11. ALL ITEMS MUST BE REMOVED FROM ROOMS BY THIS TIME. Keys automatically de-program at 12 noon. Therefore, you will need to load all your personal items onto your bus or into your vehicle before departing in the morning to attend the tradeshow on the closing day.

READ AND ACCEPTED: _____ DATE _____
Sponsor or school official

NAME OF SCHOOL: _____

This form must be signed and returned with housing request form



7925 Neubert Springs Road Knoxville, TN 37920
 Phone (865)249-8295 Fax (865)249-8296
 E-mail: griffinelectric@comcast.net

Electrical Services Order Form LeConte Center at Pigeon Forge

Name of Event Virtual Enterprises International Southern Regional Conference and Exhibition Event Dates Nov 17-18, 2019 Booth # _____
 Company Name _____ Contact Name _____
 Address _____ City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____ E-Mail _____

ORDER MUST BE RECEIVED 14 DAYS PRIOR TO MOVE-IN DATE FOR ADVANCE RATE

BASIC SERVICE: (Flat Rate Per Event)

Code	Quantity	Description	Advance Rate	Standard Rate	Total
901		120V 0-2000 Watts (20 amps)	\$75.00	\$95.00	
902		120V Each additional 2000 Watts (20 amps)	\$75.00	\$75.00	
907		Labor for special installation (non-taxable)	\$45.00	\$45.00	
908		25-ft extension cord	\$20.00	\$25.00	
909		3-way power splitter	\$10.00	\$15.00	
910		Double spot light on 8' upright pole w/ base (electricity, ext. cords or splitters not included in price, order separately above)	\$47.50	\$55.00	

Payment Policy: To receive advance rates, orders **MUST BE RECEIVED 14 DAYS** prior to exhibitor move-in date and full payment must be included.
Late Request: All orders received late will be charged at standard rate. No exceptions.
Cancellation Policy: No refunds for cancellations.
Sales Tax Exemption: If applicable, must include Sales Tax Certificate of Exemption with order. Blanket Certificate of Resale does not apply.

Subtotal	
Sales Tax (9.25%)	
TOTAL	

Credit Card Authorization:

AMEX Account Number: _____
 VISA Exp. Date: Month _____ Year _____ Verification Code: _____
 Master Card (Last 3 digits on back of card)

Cardholder's Name: _____

Card Billing Address: _____

City, State, Zip: _____

Authorized Signature: _____

Print Name: _____

REMIT TO ADDRESS:

Griffin Electric Company
 7925 Neubert Springs Road
 Knoxville, TN 37920

Fax: (865)249-8296

E-mail: griffinelectric@comcast.net

Conditions and Safety Regulations for Electrical Services

Wall, column and permanent building utility outlets are not part of booth space and are not to be used by exhibitors, unless specified otherwise. All equipment, regardless of source of power, must comply with all federal, state and local building and safety codes. All service connections and overload protection to such equipment must be made by Griffin Electric Company only. All equipment must be properly tagged and wired with complete information as to type. All appropriate exhibitor's extension cords must be of the three-wire grounded type; residential-type extension cords and power strip cords are prohibited by local building and safety codes. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, must be grounded.

**The parties agree that the implied warranties of merchantability and fitness for a particular purpose and all other warranties, expressed or implied, are excluded from this agreement. Griffin Electric Company does not assume any liability for damages or any type whatsoever or loss of anticipatory profits resulting from the use of equipment or services or delivery or installation, or damage of sort whatsoever to user's goods or equipment arising from any cause whatsoever.

ALL ORDERS MUST BE RECEIVED BY MAIL OR FAX; NO PHONE ORDERS ACCEPTED!

ALL ORDERS SUBJECT TO AVAILABILITY

PAYMENT METHODS ACCEPTED: AMEX, VISA, M/C or MONEY ORDER



Rates: Students through 12th grade are \$37.95 plus tax and Adults are \$49.20 plus tax. All attendees must make reservations at least 72 hours in advance. Reservations must be made by calling (888) 428-6789, Monday thru Friday, 8:00 a.m. – 6:00 p.m. This special rate will NOT be available at Dollywood's front gate. Payment is due at the time of reservation. These rates are good for November 15, 16, and 17. Park is closed on Mondays. Dollywood will honor all VEI groups no matter the group size.



WonderWorks SPECIAL OFFER FOR VIRTUAL ENTERPRISE INTERNATIONAL



\$16.99 GROUP RATE

Enjoy a special rate when you book a group of 6 or more by calling the Groups Department at (865) 868-1814.

EXPLORE ONE OF THE BEST ATTRACTIONS IN PIGEON FORGE!

HANDS-ON EXHIBITS INCLUDE:

- Glow-In-The-Dark Ropes Course
- Laser Tag
- Rock Climbing Wall
- Bed of Nails
- And much more!



VIRTUAL
ENTERPRISES
INTERNATIONAL

Compared to the gate rate of \$27.99. This offer is valid November 15 thru November 19, 2019. Cannot be combined with other offers. Advanced reservations required. Closed-toed shoes required for the Xtreme 360 Bikes and Ropes Course.



100 MUSIC ROAD - PIGEON FORGE, TN - WWW.WONDERWORKSTN.COM



Welcome Virtual Enterprises Schools

**Dolly Parton's Stampede, Pirate's Voyage,
The Smoky Mountain Opry & The Comedy Barn!**

November 17, 2019

Students & Adults

Dolly Parton's Stampede ■ 6:00 PM ■ \$40.94 per person

Pirate's Voyage ■ 6:00 PM ■ \$40.94 per person

Smoky Mountain Opry ■ 3:00 PM ■ \$35.00 per person

Comedy Barn ■ 8:15 PM ■ \$25.00 per person

Tennessee tax exemption certificates will be honored with group reservations
Reservation must be made in advance by 11/8/19 to receive this special rate.

When calling in you must ask for the Virtual Enterprises special

Contact Jordan Briggs 865.505.3352 JordanB@gcipf.com

Book early due to limited seating!





EARN UP TO \$5,000 USING SOCIAL MEDIA

Southern Regional Conference and Exhibition

November 17, 2019 – November 18, 2019

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the 2019 Southern Regional Conference and Exhibition. Firms may enter as many posts as they want but spamming low-quality posts will make it harder for your firm to be selected as a top post.
- **Posts must use #veinternational to be considered for entry.** Feel free to use any other hashtags in addition to this hashtag but if you're interested in earning money for your firm, the post you upload must use this hashtag.

#veinternational

A hashtag is a keyword or a phrase used to describe a topic or a theme. Using hashtags on Twitter and Instagram allows users to share and find content based on certain categories. We're using #veinternational as the official hashtag for VE-related content and using it to organize social media contests for Conferences & Exhibitions. Explore this hashtag on Instagram and Twitter to find firms to connect with and see examples of what other firms are posting.

- #veinternational on Instagram
 - Instagram now lets users follow hashtags to see them directly in their feeds. See how to follow hashtags here: help.instagram.com/2003408499915301
- #veinternational on Twitter

How to Win

The top three posts will be chosen by VE staff (one post chosen per firm so three firms have a chance to earn a top spot). Any entries deemed inappropriate will be disqualified from the contest.

Contest Deadline

Posts must be made by 6:00 PM on Friday, November 22, 2019.

Examples of a Top Post

- See examples of the previous winners at veinternational.org/blog/2017-18-social-media-contest-winners/
- Review the top posts picked for other VE Conferences and Exhibitions included in the event recaps
- A video showing a creative use of the event space
- A photo gallery showcasing your team and your firm's brand
- A video featuring your team interacting with guests
- A photo of your booth display during a busy time



- A video of a mini-tour of the conference hosted by a student in the firm
- Posts that attract engagement (likes, comments, shares)
- Posts that make people say "Wow!" in a positive way



Results

- The top posts will be announced by Monday, December 3, 2019
- Each firm who submits a top post will receive \$5,000 in VE dollars, deposited into the Teacher Bank Account, to be distributed to students' individual accounts
- Featured on the Event Recap for the particular event
- Featured on VE's official social media channels

Happy hashtagging!