



2020 Youth Business Summit

Event and Registration Overview

Join more than 4,000 attendees for the 2020 Youth Business Summit, happening April 21-23 in Brooklyn, NY. Brooklyn offers attractions for every type of visitor including the Barclays Center, Coney Island, Brooklyn Bridge, and many more!

The Youth Business Summit (YBS) is a one-of-a-kind global business convention for VE students. During a dynamic week of business competitions, leadership events, and professional networking, rising talent from middle and high schools around the world display the professional skills and business acumen they have developed by running a VE company during the school year.

Tuesday, April 21, 2020 – Thursday, April 23, 2020
Brooklyn Cruise Terminal
72 Bowne Street
Brooklyn, NY 11231



EVENT SCHEDULE

Date	Information
Tuesday, April 21, 2020	
8:30 AM – 2:00 AM	National Business Plan Competition – <i>Preliminary Round</i>
Wednesday, April 22, 2020	
7:30 AM – 1:30 PM	Global Business Challenge – <i>Preliminary Round</i>
10:00 AM – 2:00 PM	National Competitions – <i>Preliminary Round</i>
2:00 PM – 7:00 PM	2020 YBS Championship Rounds: Global Business Challenge, Nat'l Competitions, Nat'l Business Plan Competition
9:00 AM – 5:00 PM	Booth Registration & Set Up
5:00 PM – 6:00 PM	Booth Design Competition Judging – <i>For Main Exhibition Area Only</i>
Thursday, April 23, 2020	
7:00 AM – 9:00 AM	Booth Registration & Set Up
Starts at 9:00 AM	Opening Ceremony
9:30 AM – 1:00 PM	Exhibition & Trading
10:00 AM – 11:00 AM	Booth Design Competition Judging – <i>For Early Breakdown Area Only</i>
Starts at 10:30 AM	Sales Pitch Competition
Starts at 1:00 PM	Awards Ceremony
2:00 PM – 3:00 PM	Breakdown



IMPORTANT DATES & DEADLINES

Date	Information
Thursday, October 10, 2019 @ 10:00 AM ET	Registration opens for YBS
December 19, 2019	Registration opens for Global Business Challenge – <i>International Participants</i>
January 6, 2020	Registration opens for Global Business Challenge – <i>U.S. Participants</i>
February 2020	Registration opens for National Competitions (HR, MKT, FIN, QB)
March 2020	Deadline to register for National Competitions
Friday, March 6, 2020	Due date for Purchase Orders
Friday, April 3, 2020	<ul style="list-style-type: none">- Due date for YBS payment without late fee- If payment is not received by this date, there will be a \$200 late fee- Due date for booth cancellation with no cancellation fee- Booths canceled after this date will result in a \$400 cancellation fee

#2020YBS

• veinternational.org •



REGISTRATION DETAILS

Booth Fees

- The price for a **Standard Booth** is \$800.00
 - Booth fee includes electricity and WiFi access for up to 2 devices
- The price for a **Premium Booth** is \$1,000.00
 - Booth fee includes booth in a high traffic location (please refer to the floor plan), electricity, and WiFi access for up to 2 devices
- The price for a **Standard Table** is \$400.00
 - Booth fee includes a table with 2 chairs and WiFi access for up to 2 devices. There is no electricity.

Class Passes

- The price for a **YBS Class Pass** is \$400.00
 - This includes guest access to the International Trade Exhibition and entry to all YBS competitions.
- The price for a **Class Pass** is \$200.00
 - This includes guest access to the International Trade Exhibition only.
- Class Passes DO NOT include booths or the ability to sell.

Cancellation Policy

Any cancellation of booth/exhibit space must be sent in writing to Susan Chan at schan@veinternational.org. Booths canceled after Friday, April 3, 2020 will result in a \$400 cancellation fee.

Registration and Payment Instructions

1. Login into the Hub
2. Go to Marketplace Tools
3. Go to Firm Admin
4. Go to Trade Show Registration
 - a. For International Students please register here: <https://portal.veinternational.org/tradefair/41/registration/>
5. Once registration is completed, you will receive confirmation and invoice. Submit the invoice to your district office requesting payment
6. Purchase Orders must be received by Friday, March 6, 2020
7. Payment must be received by Friday, April 3, 2020 to secure your booth registration. Please make sure to start this process as soon as possible. Payments received after Friday, April 3, 2020 will be subject to a \$200.00 USD late fee.
8. 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.
9. For Wire/ACH Payments:
TD Bank, N.A.
Account# 435-0162924
Routing#: 026013673
10. Pay by Credit Card: <https://form.jotform.com/63085357705157>



INTERNATIONAL TRADE EXHIBITION GUIDELINES

Booth Setup

Booth space will be available for setup on Wednesday, April 22, 2020 from 9:00 AM - 5:00 PM and Thursday, April 23, 2020 from 7:00 AM to 9:00 AM. No early birds or late arrivals!

In order for your booth to be qualified for judging:

- Booths located in the Main Exhibition Area must be completely set up by Wednesday, April 22 at 5:00 PM.
- Booths located in the Early Breakdown Area must be set up by Thursday, April 23 at 9:00 AM.
- **Booths that are not set up by these times will not be judged.**

Booth Breakdown

- Booths in the Early Breakdown Area are NOT allowed to break down their booth before 12:00 PM **NO EXCEPTIONS!**
- Booths in the Main Exhibition Area are NOT allowed to break down their booth before 2:00 PM. **NO EXCEPTIONS!**
- **Breaking down too early means invalidated sales.** If your firm breaks down their booth earlier than the booth breakdown time for your area, ALL sales transactions for the trade show will be invalidated from your bank account.
- Firms are expected to attend the awards ceremony. If you do not attend the award ceremony and your firm is announced as a winner, you will NOT receive your award.

Booth Specifications

- 10' wide x 8' deep x 8' high with 3' side rails
- 6' skirted table with 2 chairs
- Black pipe and drape and black table cloth
- Wire "S" hooks will be supplied for hanging signs, banners, etc. DO NOT PIN ANYTHING TO THE DRAPE.

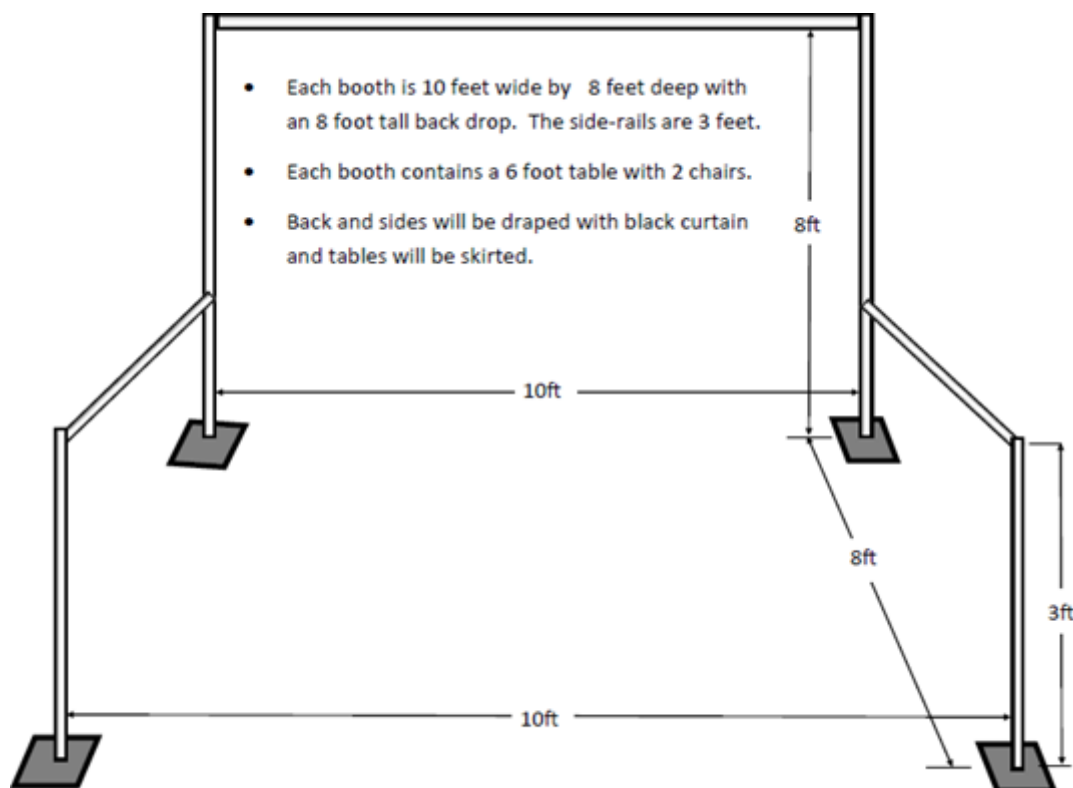


Table Specifications

- 6' skirted table with 2 chairs
- Black table cloth

Electricity

- Electricity will be provided for standard and premium booths. Please bring your own extension cords and power strips.
- There will be no electricity available for standard table displays.

Exhibitor Considerations

- No exhibitor may engage in any activity or device that tends to create unreasonable congestion in the 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.
- 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.
- Motion pictures, slide projectors, TV monitors, etc. must be operated so as not to attract or create a crowd that would obstruct 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.
- All students can participate in booth construction and display at the exhibition. However, adults are asked to refrain from assisting students in the physical set up of the booth.
- No tape may be used on the trade show floor or booth drape. There will be a **\$200.00 clean up/damage fee** if tape or sticky materials are used.
- All booths must completely clean up their area before leaving and place all trash in garbage cans.

Failure to abide by these regulations will disqualify participants from competitions.

Prohibited Items

- Power tools
- Self-stick decals
- Fog or haze machines
- Strobe lights
- Flashing lights
- Glitter or any items containing glitter
- Confetti/Glitter
- Silly string
- Helium balloons
- Popcorn machines
- Food or beverage making appliances
- Propane-based equipment
- Microwaves
- Cooking equipment of any kind

All prohibited items must be removed or your team will be disqualified.



Food and Beverage Policies

- Any food or beverage samples that a firm plans to offer at their booth must be commercially pre-packaged.
- No food or beverage making appliances are allowed in the booths including popcorn machines.
- No cooking is allowed in the booths.

Wi-Fi

Wi-Fi username and password will be found in the Coordinator's packet. Coordinators are requested to issue the Wi-Fi login information for use on a single device. The login information should not be issued for students' personal use; use on more than one device will result in cancellation of Wi-Fi privileges. We recommend bringing your own personal hotspot if you need to connect multiple devices to the internet.

Company Name Badges

- Every participant including students and guests **MUST** have company identification badges visible at all times.
- The badge must include:
 - Participant's Name
 - Firm Name
 - School
- 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 Virtual Enterprises International, Inc.
- 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.

Exhibit Staffing and Supervision

- Booths must be continually staffed by at least two student employees during all official setup and exhibiting hours.
- Students must be supervised at all times.
- A coordinator/chaperone for each firm must be on the premises and available at all times during scheduled hours.



Professional Behavior

- Smoking or vaping is prohibited.
- Exhibitors are required to keep their booth area neat and litter free.
- During the official trading day, participants must dress in acceptable business attire or in a manner that compliments the exhibit booth theme.
- Disorderly conduct, profanity, running, and inappropriate behavior is prohibited.
- Coordinators must actively chaperone their students.
- Virtual Enterprises International, Inc. reserves 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.

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. **Do not bring expensive personal belongings with you.**



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.

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.



Trade Exhibition Point of Sale System

Trade Exhibition Point of Sale System is provided by VEI to firms with a trade show booth to easily process trade show sales payments. This system can be used on a smart phone, iPad/tablet, or laptop with a WiFi or cellular data connection.

Access Your Trade Exhibition Point of Sale Dashboard

1. Go to portal.veinternational.org/tradeshowspos/login/
2. Use the login information your firm received via email (please visit the support desk if you need assistance).

Review the User Guide

After logging in, follow the User Guide available on the top menu for instructions on getting started and using this dashboard for the exhibition.

The User Guide covers the following:

- **Getting started**
- **Making a sale**
- **How is tax calculated for a sale containing taxable and non-taxable products and a discount?**
- **When are payments transferred to your firm's bank account?**

Access Trade Exhibition Point of Sale Dashboard Login





Student Debit Card

Students now have the ability to pay with their personal bank account at US trade shows. This system can be used to pay throughout the entire exhibition period.

How to Obtain Your Student Debit Card

1. Go to portal.veinternational.org/login
2. Use the login information for your student Portal account
3. Navigate to Your Personal Bank Account
4. Open Student Debit Card for Trade Shows (from the left sidebar)

Review the Instructions

After navigating to Student Debit Card for Trade Shows, follow the instructions to obtain your **student debit card** and the **authorization codes**. You will need to **download both files** from the links provided on that page.

Student debit card for trade shows

To be able to pay with your personal bank account at US trade shows, you need the following:

1. Your Student debit card with your bank account number: click [here](#) to download it as a PNG image file.
2. Authorization codes (**current sequence numbers: 1-50**): click [here](#) to download these authorization codes, also as a PNG image file.

You may download the image files onto your phone or print out a hard copy for future reference. The downloaded copy will be in a PNG format.

Keep your information secure and do not share it with others.

Paying with your Student Debit Card

- Provide your bank account number on your Student Debit Card to the tradeshow merchant.
- Your tradeshow merchant will request a specific authorization code from you to complete the transaction. Look up the specific code on your list and provide it to your merchant.

US Network Bank
 Nick Chapman
 PF Code: US01144
 Account number: 630092842

Account no: *****892

1: P84455	26: M26553
2: D58446	27: M87945
3: G59897	28: Q22800
4: S25	
5: J42	
6: D27	
7: D54	
8: D8:	
9: A66945	34: W48775
10: X97726	35: H82249
11: N2595	36: R76872
12: S86932	37: Z74746
13: E72277	38: V95574
14: S65978	39: U76225
15: D78599	40: U35572
16: Z26332	41: R38423
17: B92543	42: B24593
18: B65666	43: B49565
19: H52232	44: Z78672
20: Z75273	45: M64569
21: K49868	46: H34779
22: P23834	47: R24798
23: Q79684	48: K73223
24: B74663	49: W78324
25: N89728	50: N47832

Please keep these authorization codes secure

Example:
Give this authorization code to the merchant if the merchant asks for authorization code 12 to complete the payment

If your debit card is declined, then your bank account does not have the sufficient balance required to complete the transaction. Please make sure you have the sufficient balance before making a purchase.



US Network Bank Card



Cards are available for guests & visitors and can be obtained at the US Network Card Distribution Table outside the entrance to trade floor.

To accept the US Network Bank Card as a form of payment:

- At the point of sale, record the CARD NUMBER, EXPIRATION DATE, and CUSTOMER NAME for each sale, in addition to whatever other information you normally collect. You will be unable to receive payment without this information.
- Remember: maximum transaction amount = \$5,000; can be used at each booth, but only one time per booth.

To receive payment for sales to customers who use the US Network Bank Card as a form of payment:

1. For each sale, add the appropriate items to your cart and proceed to checkout.
2. Select Pay with Credit Card and fill in the customer's information.
3. Once submitted, your firm should receive the payment within several minutes.

Please note:

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:

1. Log into the VE Portal
2. On the top of the page, click on Store Manager
3. Click on Documentation on the sidebar
4. Follow the steps to add Buy Buttons for each product/service and package your firm sells on your website

Questions? Contact your regional director or trade show host.



Using Labels to Identify Customers

Ask your customer to provide you with a label that identifies his/her school/firm and bank account number:

- One label would be used by customers who are making purchases for his/her firm
- One label would be used by customers who are making personal purchases.

Using Labels to Identify Yourself When Purchasing

- Buyers for Firms: Be sure that firm labels described below are only given to individuals who are authorized to purchase on behalf of the firm.
- Individual Buyers: All employees in the firm should also prepare labels that include the individual's name, firm, firm address, and employee bank account number. The purpose of these labels is to provide information about the customer. Employees must be sure they have sufficient funds in their checking accounts to cover their purchases.

FIRM BUYER'S LABEL	EMPLOYEE'S LABEL
JOHN STUDENT <i>Authorized purchaser for</i> Firm Name School Name Street Address of Firm City, State ZIP Bank Name /Firm's Account Number	JOHN STUDENT Firm Name School Name Street Address of Firm City, State ZIP Bank Name /Employee's Account Number

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.

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.

Music

Exhibitors are to show respect for spectators and booth demonstrators by keeping the volume of music or other amplified sound to a minimum. Loud sounds are distractions and tend to disrupt participants and spectators. It is recommended that exhibitors use headsets when music or other amplified sounds is critical to booth presentation. VEI staff will enforce these limits.



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.

Food Information

Tuesday, April 21, 2020 – National Business Plan Competition

Breakfast and lunch will be provided for the National Business Plan Competition participants.

Wednesday, April 22, 2020 – National Competitions (HR, Marketing, Finance, and QuickBooks)

Breakfast and lunch will NOT be provided for National Competition participants. There will be different types of food available for purchase from food vendors and food trucks throughout the day.

Wednesday, April 22, 2020 – Global Business Challenge Sponsored by Intuit

Breakfast and lunch will be provided for Global Business Challenge participants.

Thursday, April 23, 2020 – International Trade Exhibition

- If you would like to pre-order boxed lunches for your students for the International Trade Exhibition, please register on veinternational.org/2020-ybs/
- The price of each lunch box is \$12 and includes a sandwich, piece of fruit, cookie, and a small bottle of water.
- Alternatively, schools will be able to order food on the day of the International Trade Exhibition from food vendors and food trucks.



HOTELS

VE has arranged blocks of rooms at the following hotels. Students, teachers, and guests have until mid-February to mid-March to utilize the blocks at these hotels otherwise they will be released to the public. Schools are responsible for the payments of all hotel rooms. More hotels will be added to this list as opportunities arise. Please note that each hotel is unique and rooms vary in size. We recommend visiting the website prior to making arrangements.

*Shuttle service will be provided from the Holiday Inn Express and the Fairfield Marriott to the Brooklyn Cruise Terminal.

Holiday Inn Express

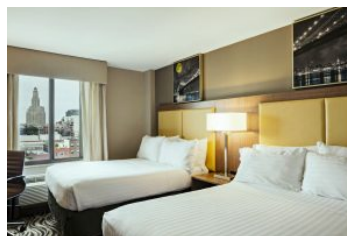


625 Union Street
Brooklyn, NY 11215

Rooms Available - Cut off date is 3/18/20



King
\$169 + taxes and fees per night
Max. occupancy per room: 2 persons



Double/Doubles
\$179 + taxes and fees per night
Max. occupancy per room: 4 persons

Amenities: Complimentary Full Hot American Breakfast, Complimentary Wi-Fi throughout the entire hotel and guest rooms, In-Room Mini Fridges (Available Upon Request), 24 Hour Business Center, 10 minute walk to subway, 15 minute subway ride to Manhattan, Across the street to World Famous Dinosaur BBQ

Nearby Attractions: Barclay Center, Brooklyn Botanic Gardens, Brooklyn Bridge, Coney Island

Reservations: Please visit veinternational.org/2020-ybs/ to make your reservations.



HOTELS (cont.)

Fairfield Inn & Suites



181 3rd Ave.
Brooklyn, NY 11217

Rooms Available – Cutoff Date is 2/19/20

King Standard Room

\$209 + taxes and fees per night

Maximum occupancy per room: 2 persons

Double Standard Room

\$219 + taxes and fees per night

Maximum occupancy per room: 4 persons

Amenities: Complimentary Hot Breakfast, Free High Speed Internet, Fitness Center, 10 minute walk to subway,
15 minute subway ride to Manhattan

Nearby Attractions: Barclay Center, Brooklyn Botanic Gardens, Brooklyn Bridge, Coney Island, Restaurants Walking Distance

Reservations: Please visit veinternational.org/2020-ybs/ to make your reservations.



EARN UP TO \$10,000 USING SOCIAL MEDIA

Youth Business Summit

April 21, 2020 – April 23, 2020

#2020YBS

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #2020YBS during the 2020 Youth Business Summit. 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 #2020YBS 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.

#2020YBS

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 #2020YBS 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.

- #2020YBS 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
- #2020YBS 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 11:50 PM ET on Friday, April 24, 2020.

Examples of a Top Post

- See examples of the previous winners at <https://veinternational.org/blog/2019/04/25/2019-youth-business-summit-recap/>
- 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 Wednesday, May 6, 2020
- Each firm who submits a top post will receive \$10,000 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!