



San Diego Conference & Exhibition

Event and Registration Overview

The 2019 San Diego Conference & Exhibition will be held at a new location: San Diego State University, San Diego. This beautiful campus has a lot of great amenities and a variety of affordable eating options, as VE will not be providing food at this year's event. The registration fee is \$500. In addition, students will have the option of taking a guided campus tour. They can also attend one of the presentations from SDSU business professors and the counseling department. We are excited to host our best ever VE Conference & Exhibition.



SAN DIEGO STATE
UNIVERSITY

Friday, December 6, 2019
SDSU Aztec Student Union Building
San Diego State University
5500 Campanile Drive
San Diego, CA 92182

#veinternational
• veinternational.org •



SCHEDULE

Date	Information
Friday, November 1, 2019	Deadline for cancellation without penalty
Friday, November 15, 2019 12:00 PM	<p>Submission-Based Competition Deadline</p> <p>Submit here: Online instructions coming soon.</p> <p>URL based submissions: Video Commercial Website</p> <p>Audio File based submission: Radio Commercial</p> <p>PDF based submissions (note: must be one PDF only): Company Branding Sales Materials</p>
Friday, November 15, 2019	<p>Deadline for registration</p> <p>Deadline for cancellation with only \$150 penalty. Hereafter, cancellation will mean forfeiture of entire registration fee.</p>
Friday, December 6, 2019	<p>Conference & Exhibition Day</p> <p>Competition Events: Creative Booth Novice Booth Salesmanship Novice Salesmanship Impact Marketing Elevator Pitch (Live)</p>
7:00am – 9:45 AM	Booth set-up (Note: Participants may arrive any time during this window but everyone must stop at 9:45am)
10:00am – 1:00 PM	Various presentations from SDSU professors and guidance counselors in the SDSU Union Theatre. Schedule will become available once finalized.
10:45 AM	Opening Ceremonies
11:00 AM	Trade Show
1:30pm	End of Trading, Presentation of Awards
2:15pm	Dismantling of Booths



REGISTRATION DETAILS

Booth Fees

- The price for a booth is \$500, Register at [Hub / Marketplace Tools / Trade Shows / San Diego C & E](#)
- Booth fee includes
 - Electrical access but bring own surge protectors/ extension cords
 - Wifi
 - Affordable lunch options available for purchase on campus
- No late fee but early payment appreciated

Cancellation Policy

- Any cancellation of booth/exhibit space must be sent in writing to James McFarland at jmcfarland@guhsd.net or 619 307 3597.
- A \$150 fee will be charged for any cancellation made between November 1, 2019 through November 14, 2019.
- The entire registration fee will be forfeited for cancellations received on or after November 15, 2019.

Registration and Payment Instructions

1. Go to “Firm Admin” in the Portal and choose Trade Show Registration, then select the Conference & Exhibition you wish to attend
2. Complete the “Trade Show Registration” form and select your booth
3. Once registration is completed, you will receive confirmation and invoice
4. Submit the invoice to your district office requesting payment
5. Please include a copy of the invoice with payment and send to:
Attn: Cyndi Nowlen (SDEC),
Mount Miguel High School,
8585 Blossom Lane,
Spring Valley, CA 91977.

Make checks payable to: Mount Miguel High School

If you have any questions about your registration, please feel free to contact James McFarland at jmcfarland@guhsd.net or 619 307 3597.



CONFERENCE & EXHIBITION GUIDELINES

Booth Set-up

Booth space will be available for setup on Friday, December 6, 2019 from 7:00am to 9:45am. No early birds!

Booth Breakdown

Booth breakdown may begin immediately following the awards ceremony at @ 2:15pm. Dismantling of the booths may not occur before the end of awards ceremony. Plan for transportation accordingly.

Booth Specifications

- 8' deep x 8' wide x 8' high with 3' side rails
- 6' skirted table with 2 chairs
- Black pipe and drape and black table cloth

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.
- 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
- Silly string
- Popcorn machines

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 and no larger than 4 ounces.
- No food or beverage making appliances are allowed in the booths, except as non-operational props.
- No cooking is allowed in the booths.

Name Badges

- Every participant including students and guests **MUST** have identification badges visible at all times.
- **You must supply the badge. Lanyards and badge holders will NOT be provided!**
- The badge must include:

Participant's Name
Firm Name and/or School Name

Responsibilities and Regulations

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

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.

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.

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. All announcements of winners must be made prior to end of trading at 1.30pm. Avoid the rush and possible disappointment by announcing early.

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. Doing so may result in disqualification.

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.



RADIO COMMERCIAL COMPETITION OVERVIEW

For the Radio Commercial Competition, students will produce a 30 to 60 second radio commercial that effectively promotes their VE business, product(s), and/or service(s). Radio commercials will be judged based on content, how compelling the commercial is, and production quality. Submissions must be appropriate for a school-related event, must be original student work, and must not violate copyright laws or plagiarize existing work.

Submission Criteria

- Radio commercials must be between 30 to 60 seconds, and be submitted as an audio file.
- Content must be appropriate for a school-related event
- Commercials must be original student work and must not violate copyright laws or plagiarize existing work; example, use of the Nike brand or logo without Nike’s permission.
- **One entry per firm**

Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

Career Readiness Framework Alignment

Leadership:

- Motivates others to act
- Demonstrates well-rounded perspective and unique style

Professional:

- Communicates effectively
- Solves problems creatively
- Embraces diversity

Functional:

- Demonstrates industry/function-specific skills

Core Technology:

- Department/function-specific technology

Content	How well is the story or message communicated in the commercial? Are the product and/or service offering(s) clearly and/or appropriately presented? How well are the company’s branding elements company name, slogan, etc. featured in the commercial?
Compelling	How well did this commercial evoke interest or capture your attention? If you were in the target market, would you be motivated to buy the product(s)/service(s) based on this commercial?
Production Quality	How well were the production elements executed such as audio quality, editing, and use of music or other sound effects?

Rubric

5 stars Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 stars Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws or section missing.

DRIVING & HOTEL INFORMATION



Location

Aztec Student Union, SDSU, 5500 Campanile Drive, San Diego, CA 92182

Parking

Complimentary Event Self-Parking is available for all participants including a dedicated lot for coaches and buses. Detailed directions will follow, once finalized.

Hotels

Most San Diego hotels are within 15 minutes of SDSU. Check [Hotels.com](https://www.hotels.com) for options.

SAN DIEGO ATTRACTIONS

Whilst you are here, why not check some of our fantastic tourist attractions.

If you plan on staying a few days the [Go San Diego Card](#) can save you up to 55% PLUS extra discounts for groups.

[SeaWorld San Diego](#) offers discounted tickets and educational tours to schools.

Belmont Park on Mission Beach has a kinda secret schools discount, not found on their [website](#). You can get a rides pass or attractions pass or both at huge discounts. Every year, for our academy year-end celebration we get rides passes for \$11.95 (priced at \$32) and chaperones get in free. You need to book in advance so contact (858) 488-1549 or reservations@belmontpark.com for more information.

The [Birch Aquarium](#) is available for \$9 per students and chaperones are free. There is also [financial aid](#) available, if the price is prohibitive.

See next page for [San Diego Zoo](#) & [Safari Park](#) details.

The [USS Midway](#) offers discounted tickets to school groups, reserving in advance. Youth tickets are \$6 (priced at \$15) and chaperones are free. They also have a [virtual field trip](#) that you could do at your school, all about the evacuation of Saigon.

If you are looking for discounted tickets on whale watching tours, theatre, etc. check out [Goldstar](#).

Finally, there are hundreds of fun and interesting things to do for free in San Diego, see [Trip Advisor](#).



2019/2020 Schools Outside of San Diego County & Homeschools Outside San Diego County with Registered Campus

(School resides outside boundaries of San Diego County)

Education Self-Guided Student Admission Ticket Rates

Education Reservation Requirements:

- Minimum group size of 15 required to qualify for special rates
- Reservation required minimum of 14 days in advance
- \$25 late fee for reservations made within 14 days
- Group must arrive and enter together
- Rates applicable to curricular studies only
- Student defined as individual visiting with accredited teacher or homeschool instructor
- Chaperone defined as adult age 21 and older
- Tickets not for sale to any person other than students and chaperones accompanying accredited teacher or homeschool instructor in an education group

<p>Rate Color Key: Students, grades Pre-K-12th \$15.00 each*</p> <p>Out-of-county college students \$15.00 each*</p> <p>Chaperones up to one adult for each student (1:1) \$15.00 each*</p> <p>Chaperones exceeding ratio of 1:1 1-Day Pass/Valid Membership each</p> <p><i>During the month of October, children ages 11 and under are free Saturdays and Sundays when not part of an organized school group.</i></p>	<p>Rate Color Key: Student, grades Pre-K through College FREE*</p> <p>Chaperones up to one adult to each four students (1:4) FREE*</p> <p>Chaperones exceeding ratio of 1:4 \$15.00 each*</p> <p>Chaperones exceeding ratio of 1:1 1-Day Pass/Valid Membership each</p>	<p>*The Skyfari Aerial Tram at the San Diego Zoo, and Africa Tram at the Safari Park, ARE included with Education Admission tickets. <i>Please note, children ages 7 and under can ride Skyfari when accompanied by a Chaperone.</i></p> <p>The Guided Bus Tour, Kangaroo Bus, and the 4-D Theater at the San Diego Zoo ARE NOT included with Education Admission tickets. Separate, advance ticket purchases required. Bus ticket is valid for a single ride on the Guided Bus Tour, and does not include the Kangaroo Bus.</p> <p style="text-align: center;">Cost Per Person:</p> <p>Zoo Guided Bus Tour: \$5.00 Zoo 4-D Theater: \$3.00 per show</p>
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San Diego Zoo: 619-557-3962 or 619-557-3963 • Safari Park: 760-738-5057

SEPTEMBER 2019

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JULY 2020

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AUGUST 2020

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EARN UP TO \$5,000 USING SOCIAL MEDIA

San Diego Conference & Exhibition

December 6, 2019

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the 2018 San Diego Conference & 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 Tuesday, December 10, 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 Friday, December 13, 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!