



## 2020 California State Conference & Exhibition at Bakersfield

### Event and Registration Overview

The 2020 California State Conference and Exhibition events provide a unique advantage to implement VE skills development. A series of business education events will be held and will be presented for both VE students and facilitators. Some of the events are: Trade Show, State Business Plan, The Apprentice, State Business Challenge, Marketing Plan, Sales Pitch, Video Commercial, Human Resources, Newsletter, Impact Marketing, and Booth Design.

**Wednesday – Thursday, January 15-16, 2020**  
**Rabobank Convention Center & Bakersfield**  
**Marriott Hotel**  
**1001 Truxtun Avenue**  
**Bakersfield, California 93301 USA**

**“LEARNERS TODAY, LEADERS TOMORROW”**

#veinternational

• [veinternational.org](http://veinternational.org) •



## 2020 California State VE Conference and Exhibition Important Due Dates and Deadlines

<b>October 30, 2019</b>	Last Day to enter <b>National Branding Competition</b> to be considered for State award
<b>December 2, 2019</b>	<p><b>Video Commercial URL submission</b> <b>Company Newsletter PDF submission</b></p> <p>Email as <b>one PDF: Interview Cover Letter, Resume &amp; Application</b> to Erin Hodson @ Erin_Hodson@kernhigh.org</p>
<b>December 2, 2019</b>	<ul style="list-style-type: none"> <li>• <b>Conference &amp; Exhibition Registration and Intent to Compete Form Due</b></li> </ul>
<b>December 14, 2019 – January 3, 2020</b>	<p><b>VE Team Building Leadership Night at THE BLVD</b></p> <ul style="list-style-type: none"> <li>• Pay Kern High School District \$15 per person by December 17th</li> </ul> <p><b>Known Hotel Reservation Cut-Off Dates:</b></p> <ul style="list-style-type: none"> <li>• 12/14/19 Bakersfield Marriott – 844-745-6336 or 661-565-9320</li> <li>• 12/18/19 Doubletree Hotel – 888-779-4694, Courtyard Marriott – 661.324.6660, Spring Hill Suites – 661.377.4000</li> <li>• Subject to availability Sheraton Four Points - 661.862-7423</li> </ul>
<b>EVENT DAY Wednesday, January 15, 2020</b>	<p><b>Trade Show Event &amp; State Business Plan Oral Presentations</b></p> <ul style="list-style-type: none"> <li>• All oral presentations</li> <li>• Business plan round 4 &amp; 5</li> <li>• Impact marketing</li>   <li>• Booth Design</li> </ul>
<b>EVENT DAY Thursday, January 16, 2020</b>	<p><b>Trade Show Event &amp; State Business Plan Final Oral Presentations</b></p> <ul style="list-style-type: none"> <li>• Sales Pitch at Booths</li> <li>• State Business Plan Final</li> </ul> <p><b>Awards Ceremony</b></p>



# AGENDA

*Subject to change*

<b>Wednesday, January 15, 2020</b>	<b>Events and Workshops</b>
8:00 AM – 3:30 PM	Event registration – Rabobank Convention Center Lobby
8:00 AM – 5:00 PM	Oral Presentations & Breakout Sessions
8:30 AM – 12:30 PM	Round 3 of State Business Plan Oral Presentations
9:00 AM – 11:30 AM	Booth and Impact Marketing set-up – Trade Show Floor
1:00 PM – 3:30 PM	Booth and Impact Marketing Judging on Trade Show Floor
2:00 PM – 4:30 PM	Round 4 of State Business Plan Oral Presentations
5:30 PM – 9:30 PM	VE Team Building Leadership Night at THE BLVD (buses 4:30 – 9:45pm)
<b>Thursday, January 16, 2020</b>	<b>State Trade Show and State Business Plan Final Round Events</b>
8:00 AM – 12:30 PM	Final Round of State Business Plan – Oral Presentations
8:30 AM – 9:30 AM	Opening Ceremonies
9:30 AM – 1:00 PM	Public Trading/Sales Pitch Judging
1:00 AM – 2:15 PM	Awards Ceremony
2:15 PM	Official Close of Show and Booth Breakdown and Impact Marketing Poster/Easel pick-up



# REGISTRATION DETAILS

## Booth Fees

- \$625 per Exhibition Booth per VE firm
- In order to complete your trade show event registration process and secure a booth space at the event, please complete these steps several weeks prior to December 2, 2019.
- Complete the “Trade Show Registration” from the hub / marketplace tools / trade shows. You will receive email confirmation of your registration. Registration and interactive invoice will be on the hub.
- Complete your district “Request to Purchase” form which initiates a Purchase Order for the registration fees for the 2020 event. These forms should have a number assigned to the valid Purchase Order.
- Attach a copy of your invoice and/or email confirmation of registration to the “Request to Purchase” form, make a copy for your files, and submit to the appropriate person within your district. You may always download the invoice directly from the hub where you registered.
- The purchase order process time varies from district to district; however, in most cases the purchase order will be submitted to the Kern High School District within 2-5 weeks after you begin the process. The early submission of your paperwork will confirm your booth at the event. Be sure to start this process by no later than November 1st to ensure the PO or payment is received by the deadline.
- If payment received on or before December 2, 2019 you may deduct a \$50 early bird discount. Booth registration fee is \$625 if payment is received after December 2, 2019. Registration fee includes: Booth rental, one electrical outlet, Wi-Fi, and entry into all events except where firms qualify, such as the business plan and job interview.
- Payment in the form of a PO and Check MUST be received by no later than December 2, 2019 for the EARLY BIRD DISCOUNT. Both PO and Check should be made out to Kern High School District/Virtual Enterprises and mailed to Regional Occupational Center, c/o Tiffany Fussel, 501 S. Mt. Vernon Avenue, Bakersfield, CA 93307.
- If you have any questions about your registration, please feel free to call Tiffany Fussel at (661) 831-3327, ext.61228. You may also email her at [Tiffany\\_Fussel@kernhigh.org](mailto:Tiffany_Fussel@kernhigh.org)

## THE BLVD Team Building Night

- The VE Team Building Leadership Night at THE BLVD on January 15th is an event not to miss! Kern High School District is sponsoring the event for all VE teachers, chaperones, and students so each person will only need to pay \$15 instead of \$24.
- A separate Invoice will NOT be generated for the BLVD registration. **A new invoice will only be sent if the teacher changes the number of participants going to the BLVD event before the cancellation date.** Both PO and Check should be made out to Kern High School District/Virtual Enterprises. Payment should be mailed to the Regional Occupational Center, c/o Tiffany Fussel, 501 S. Mt. Vernon Avenue, Bakersfield, CA 93307 by December 17, 2018.
- This event provides a great meal and 4 hours of entertainment which includes unlimited bowling, video games, and laser tag. This event is designed to allow your VE Company to bond while networking with other VE companies.
- THE BLVD event hours are 5:30pm-9:30pm. Free roundtrip transportation will be provided every 30 minutes from the Marriott to THE BLVD starting at 4:30pm with the last bus departing the BLVD at 9:30pm. It’s only 3 miles from the trade show venue. Although this VE Team Building Leadership Night



at THE BLVD is optional, we hope to have 100% participation and encourage everyone to go and have a good time.

## GENERAL EVENT REGULATIONS AND GUIDELINES

### General Rules:

The exhibitor agrees to abide by event regulations as set forth by Kern High School District show management.

### Cancellation Policy:

Any cancellation of exhibit space must be in writing to Erin Hodson at [erin\\_hodson@kernhigh.org](mailto:erin_hodson@kernhigh.org) or to the following address: 501 S. Mt. Vernon Ave., Bakersfield, CA 93307. The **entire registration fee will be forfeited for cancellations received after December 13, 2019.**

### Food:

No food may be brought into the Rabobank Convention Center or the Marriott from an outside source such as fast food, pizza, etc. Snack bars will be open for food purchase in both the Marriott and the Convention Center. Food from outside sources may be eaten outside of the Convention Center.

- **Event Breakfast (January 15)** – Breakfast is **not included** in your registration. There will be breakfast burritos, sandwiches, & yogurt available for purchase at concession stand in the Bakersfield Marriott Hotel.
- **Event Lunch (January 15)** – Lunch is **not included** in your registration. There will be box lunches for purchase at concession stand in the Bakersfield Marriott Hotel. **No outside food may be brought into the Marriott or Rabobank Convention Center.**
- **Event Dinner (January 15)** - Dinner is **not included** in your registration. If you would like to leave the hotel area for dinner on your own from 5:00-9:00 PM, we recommend going to THE BLVD. **It's only \$15 per person for pizza, chicken wings or sliders, salad, cookie, and drink when you register on the VE portal and book and pay the Kern High School District by December 17, 2018.** Their website is [blvdbakersfield.com](http://blvdbakersfield.com) and it is a brand, new entertainment venue located at 3200 Buck Owens Blvd, Bakersfield, CA 93308. Free transportation will be provided to THE BLVD from the Marriott. Several other restaurants are within walking distance of the Rabobank Convention Center if you choose not to go to THE BLVD. Maps will be provided at registration desk.
- **Event Breakfast/Lunch (January 16)** – These meals are **not included** in your registration. The Marriott may offer breakfast items for quick pick-up. Two Snack Bars will be open from 9:00 -1:00. They will be offering hotdogs, chips, sodas, popcorn and other snack bar type items. **No outside food may be brought into the Marriott or Rabobank Convention Center.**

### Rights of Termination:

The Kern High School District reserves the right to terminate the privileges of any exhibitor if it determines in its sole discretion that an exhibitor is conducting himself/herself in a manner that might reflect unfavorably



upon the event. 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.

### **Interpretation of the Amendments to Regulations:**

The exhibitor agrees that the event management shall have the right to make rules and regulations or changes to rules and regulations. The Kern High School District shall have the final determination and enforcement of all rules, regulations and conditions. The Rabobank Convention Center and Bakersfield Marriott Hotel will also have the right to enforce any rules that apply to their facility.

### **Security:**

Although the Kern High School District will take every precaution to provide adequate security during the event, it does not assume any responsibility for lost or stolen articles. Security is provided by the hotel and convention center, but they do 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 anytime during the event. Do not bring expensive personal belongings with you. Please report any security issues, which would affect the event to management.

## **Booth Information and Guidelines**

### **Booth Specifications:**

- 8' deep x 10' wide booth area
- 8' high back
- 3' high sides
- 6' table
- 2 chairs
- Pipe and drape (black)
- Tablecloth/skirting (black)
- Booths selected by VEI firm in Booth Layout on Registration Form.
- Wi-Fi in Convention Center available.
- Electricity provided; one outlet per booth.
- Extension cords and surge protectors NOT provided--please bring your own!

### **Booth Giveaways:**

1. **NOTHING IS TO BE SOLD FOR REAL MONEY. This is not a fundraising event!! We will be penalized by the Convention Center if this happens.**
2. Only individually wrapped food items may be given away. All food items must be individually wrapped **before** arrival to the Trade Show. Be sure to wear food serving gloves while handling any food item.
3. Beverages must be no larger than 4 ounces and must be related to your firm.
4. Foods must be no larger than 2 ounce servings, which is sample size. Popcorn must be made prior to show and passed out in small bags no larger than 2 ounces.
5. No full cans or bottles of beverages may be distributed.
6. No food or beverage making appliances such as blenders and chocolate fountains. Blended beverages, such as smoothies, may be frozen in 4 ounce cups, wrapped and brought to the booth.



*Failure to abide by this regulation will disqualify participants from booth and salesmanship competitions.*

### **Raffles and Promotions:**

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 will have an assigned laminated number on the top right of the 8’ back drape. This number must remain in this location throughout the Trade Show event. These numbers are used by the judges for judging booths on the day before Trade Show and salesmanship on Trade Show day and may not be changed. *If booth number is removed, the company will be disqualified from the booth and salesmanship competitions.*

### **Exhibit Staffing:**

Booths must be continually staffed by at least two people during all official exhibit hours. *A facilitator for each company must be on the premises available at all times during all scheduled hours.*

### **Exhibit Setup and Teardown:**

- Setup is on January 15<sup>th</sup> from 9:00 am to 11:30 am in the Rabobank Convention Center. No early birds! ***The setup will be done by students. Adults are asked to refrain from assisting students in the physical setup of the booth.***
- All booths must be complete by 11:30am as judging will begin shortly after.
- If a facilitator wants to remove expensive item(s) from the booth, they may do so with a student after judging is over about 3:30 pm. The item(s) may then be put back in the booth between 7:00-8:15am the next morning prior to the Opening Ceremony by facilitator & event personnel. No changing booth décor at this time.
- Teardown at 2:15 pm after the awards presentation on January 16<sup>th</sup>.

***Any company that initiates teardown before end of Awards Presentation Ceremony will be disqualified from all competitions unless special permission has been given to the facilitator by the State Trade Show Coordinator.***

### **Exhibitor Name Badges:**

***Every participant must have their school ID with picture and display a name badge for entry to the Trade Show and all events on January 15-16, 2020.*** It is the responsibility of the exhibiting firm to produce name badges for each participant. Badges must include each **participant’s name, title, company name, school name, city, and state.** **Badges must be worn at all times during the show. Picture school IDs must be carried by participants at all times.**



### Professional Behavior:

All exhibitors must keep their booth area neat and litter free. On the trading day, participants must dress in professional business attire or in a manner that is representative of the business or booth theme. Any disorderly conduct or inappropriate behavior is prohibited and cause for immediate dismissal from trade show activities and disqualification from all events. Smoking or vaping is not permitted in any facility at the Rabobank Convention Center or Bakersfield Marriott Hotel or on facility grounds.

### Disability Provisions:

Exhibitor represents and warrants that its exhibit will be fully accessible to wheelchair movement and that it shall indemnify and hold show management harmless and against all claims and expenses, including attorney's fees and litigation expenses, that may be incurred by or asserted against show management, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or non-compliance with any of the provisions of the A.D.A.

### Exhibit Considerations:

- No exhibitor may engage in any activity or employ any individual or device that tends to create unreasonable congestion in 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.
- Moving displays, motion pictures, slide projectors, TV monitors, etc. must be operated so as not to attract or create a crowd that would obstruct adjacent exhibitors.
- Music or other amplified sounds are **NOT** allowed unless heard through individual head phones. **No Strobe Lights** are allowed as they may cause seizures in susceptible individuals. Loud sounds are distracting and disrupt participants and guests often preventing hearing any announcements regarding safety issues on the trade show floor.
- Fog machines are not allowed if moisture collects on the floor as tripping could occur.
- No hover boards allowed on trade show floor except as part of booth display only.
- No gum in Rabobank Convention Center facility per convention center management.
- Firms may sell **ONLY IN FRONT OF THEIR BOOTH.**

### Booth Design:

The exhibitor agrees to abide by booth wall height restrictions (8' high; 3' high sides). All displays, devices, and decorations that serve to distinguish a company's booth must fit within the 8' deep x 10' wide x 8' high area designated as the booth dimension.

- **No part of the design features may extend into the aisle or outside the booth.**
- **No full tenting of booth – sides above three feet high need to provide 50% or more sideways visibility to neighboring booths.**
- **No Helium balloons in booths or in facility.**

*Failure to observe this rule will automatically disqualify the company from the Booth competition.* Floor captains will make decisions to acceptable booth design standards.





### Exhibitor Compliance:

The exhibitor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators and/or owners of the event facility, and agrees to comply with all federal, state, and local laws. Upon request and at the sole expense of the exhibitor, show management will assist the exhibitor in its efforts to comply with applicable federal, state, and local laws, but will not, in any event, be responsible or liable for any failure by the exhibitor to comply therewith.

## HOTELS & LODGING INFORMATION

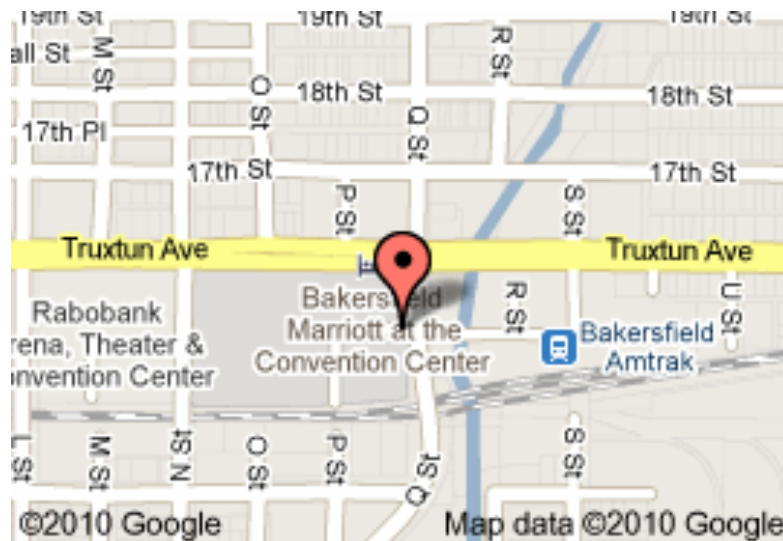
### Accommodations

The Bakersfield Marriott will be the headquarters for the **California State Virtual Enterprises Conference and Exhibition** and is part of the Convention Center facility hosting the events. *A 12 midnight curfew will be strictly enforced by hotel security during the event for all schools staying at the hotel.*

**Bakersfield Marriott** · 801 Truxtun Avenue · Bakersfield, CA 93301

Room Rate: \$130.00 per night for up to 4 guests per room

Contact: Sara Walker, Reservationist, at 661-565-9320 or 844-745-6336 to make reservations. Last day to book is December 14, 2019. [Book your group rate for Virtual Enterprise](#)



### AMTRAK



Four to seven round-trips daily to the Central Valley and San Francisco Bay Area cities and one round-trip daily to Sacramento. All trains have at least one coach car with accessible seating; most stations are wheelchair accessible (Call for information). Location: 601 Truxtun Avenue, Bakersfield, CA 93301 (Directly east of the Bakersfield Marriott Hotel)

Phone: 800.872.7245 Website: [www.amtrak.com](http://www.amtrak.com)

## OTHER HOTEL OPTIONS

<p><b>Doubletree Hotel*</b>          3100 Camino Del Rio Ct          Bakersfield, CA 93308          Phone: 888-779-4694          Ask for VE rate <b>\$109.00 plus tax</b></p>	<p><b>Spring Hills Suites (Marriott)*</b>          3801 Marriott Drive          Bakersfield, CA 93308          Phone: 661.377.4000  <b>\$119.00 plus tax</b></p>
<p><b>Marriott Courtyard*</b>          3601 Marriott Drive          Bakersfield, CA 93308          Phone: 661.324.6660  <b>\$119.00 plus tax Breakfast is included</b></p>	<p><b>Comfort Inn &amp; Suites</b>          3115 Camino Del Rio Court          Bakersfield, CA 93308          Phone: 661.325.8000          Close to John’s Incredible Pizza</p>
<p><b>Fairfield Inn &amp; Suites Bakersfield Central</b>          3540 Rosedale Highway          Bakersfield, CA 93308          Phone Number: (661) 326-1111          Fax Number: (661) 326-1513  <b>Contact: Rhea Odchigue</b></p>	<p><b>Fairfield Inn &amp; Suites by Marriott Bakersfield North/Airport</b>            8700 Spectrum Park Way          Bakersfield, CA 93308          Phone Number: (661) 391-0700          Fax Number: (661) 391-9590</p>
<p><b>Town Place Suites by Marriott Bakersfield West (all-suite hotel with kitchenette)</b>          8300 Granite Falls Drive          Bakersfield, CA 93312          Phone Number: (661) 589-2200          Fax Number: (661) 589-2205</p>	<p><b>Four Points Hotel by Sheraton*</b>          5101 California Avenue          Bakersfield, CA 93309          Phone: 661.325.9700  <b>Contact: Jessica Ramirez @ 661.862.7423</b>  <b>\$95-\$105. Range- plus tax</b></p>

**When making reservations mention the Virtual Enterprise event to be held in January 2020 for special rates until block is full or capacity for our event is reached**