



2020 Florida Regional Conference & Exhibition

Event and Registration Overview

An opportunity for Virtual Enterprises (VE) and Junior Venture (JV) firms to showcase their VE/JV firm products and services at a business education exhibition in Fort Lauderdale, FL. Competitions will include business plans, trade show displays, and a JV Business Pitch competition. We are looking forward to having all of our VE/JV firms together to collaborate at our Florida Regional Conference and Exhibition.

Tuesday, February 4th, 2020
Nova Southeastern University
3301 College Ave.
Fort Lauderdale, FL 33314

Hosted by:

NSU | NOVA SOUTHEASTERN
UNIVERSITY
Florida

[#veinternational](#)

• veinternational.org •



SCHEDULE

(subject to change)

Tues., 2/4/20	Event Information	LOCATION (Building Name)
8:30 AM	<ul style="list-style-type: none"> - Student Registration - Judges Registration 	Miniaci Building DeSantis-Lobby
9:00 AM	Judges' Orientation	DeSantis - RM 1133
8:30 - 9:30 AM	Trade Show Set-Up	DeSantis - Atrium
9:30 AM - 10:00 AM	<ul style="list-style-type: none"> • Welcome and Introduction <i>Emily Pickett, National Diversity Council</i> • Remarks <i>Jeff Taylor, Member, VEI Board of Directors</i> • Keynote Speaker <i>Heiko Drobikow, EVP, General Manager of Riverside Hotel</i> 	Miniaci Building
10:00 AM	<ul style="list-style-type: none"> - Trade Show Opens - Business Pitch Competition & - Business Plan Competition - Preliminary Round 	DeSantis - Atrium DeSantis Building
10:45 AM - 12:45 PM	Lunch* (<i>until 12:45 PM</i>) <ul style="list-style-type: none"> • Student Lunch - RM 3000 • Teacher & Judges Lunch - RM 3049/3051 	DeSantis
12:30 PM	Trade Show Concludes	DeSantis - Atrium
1:00 PM	<ul style="list-style-type: none"> - Announcement of Business Pitch Winners & Business Plan Finalists - Business Plan Competition - Championship Round 	Miniaci Building Miniaci Building
3:15 PM	Awards and Closing Remarks <ul style="list-style-type: none"> • <i>Andrew Rosman, Ph.D., Dean, Huizenga College of Business and Entrepreneurship</i> 	

**Lunch periods will be assigned*



REGISTRATION DETAILS

Registration Instructions

Important: Due to limited space in the venue, the maximum number of VE and JV firms that we can accommodate is 25 firms and each firm can bring no more than 12 students.

1. Go to "Firm Admin" in the Hub 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

CONFERENCE & EXHIBITION GUIDELINES

Booth Set-up

Booth space will be available for setup on February 4, 2020 from 8:30 AM to 9:30 AM. 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.

Booth Breakdown

Booth breakdown may begin at 12:30 PM on February 4, 2020. Dismantling of the booths may not occur before the end of closing ceremony.

Booth Specifications

- 6' table
- 2 chairs
- Wi-Fi available.
- Electricity WILL NOT be available. Please make sure all electronics are charged prior to arriving to the event.

Booth Giveaways

Giveaways combined with a booth should generate traffic at the Trade Show event. If you choose to use this method to attract customers to your booth, you must follow these guidelines set by the Convention Center:

1. **NOTHING IS TO BE SOLD FOR REAL MONEY. This is not a fundraising event!! We will be penalized by the facility 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, sealed, 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.



Booth Giveaways (cont.)

1. No full cans or bottles of beverages may be distributed.
2. 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.

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.
- No part of the design features may extend into the aisle or outside 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.
- Music or other amplified sounds are **NOT** allowed unless heard through individual head phones.
- No hover boards allowed on trade show floor except as part of booth display only.
- 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.
- 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
- Helium balloons
- 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

- No food or beverage making appliances are allowed in the booths.
- No cooking is allowed in the booths.

Rules, Responsibilities, and Regulations

The exhibitor agrees to abide by event regulations as set forth by Florida Region Virtual Enterprise Representatives show management.

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 strictly 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 and may cause dismissal from trade show activities and disqualifications from all events.
- Coordinators must actively chaperone their “students”.
- The Florida Region Virtual Enterprise Representatives reserve 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 refunded

Event 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.

Event Security

Although the venue will take every precaution to provide adequate security during the event, it does not assume any responsibility for lost or stolen articles. personal stereos, computers, exhibitor display items or other valuables should never be left unattended in the booth during setup, breakdown or any time.

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.

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 Wi-Fi 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.

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.

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.



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.

EARN UP TO \$5,000 USING SOCIAL MEDIA

Florida Regional Conference & Exhibition

Tuesday, February 4, 2020

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the 2020 Florida Regional 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 #VEWest 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, February 7, 2020.

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 6:00 PM Friday, February 14, 2020
- 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!