



2020 Great Lakes Regional Conference & Exhibition

Event and Registration Overview

The Great Lakes Regional Conference & Exhibition will be held in Rosemont, IL, just two blocks from the CTA Blue Line. Come for the conference and stay the weekend to explore Chicago, one of the largest cities in the United States! Chicago is famed for its Lake Michigan skyline, and offers visitors bold architecture including museums, theaters, sporting venues, and a variety of diverse culinary traditions.

Thursday, February 20, 2020
Donald E. Stephens Convention Center
5555 North River Road
Rosemont, IL 60018

#veinternational

• veinternational.org •



SCHEDULE (subject to change)

Date	Information
7:00 AM – 9:30 AM	Trade Show Registration & Booth Set Up <i>Check in at Registration table</i>
8:00 AM – 1:00 PM	Trade Show On-Site Live Competitions <ul style="list-style-type: none"> • Best Booth Design • Elevator Pitch • Finance: Oral Competition NOTE: Firm <u>must</u> have participated in Submission-Based <i>Finance: Statements & Highlights</i> to participate in Oral Finance Presentation • Human Resources: Oral Competition NOTE: Firm must have participated in Submission-Based <i>Human Resources: Employee Handbook</i> to participate in Human Resources Oral Presentation • Marketing Plan: Oral Competition • Salesmanship <p><i>Prior to the event, firms will receive a schedule of when individuals/teams are competing. The information will also be in the registration packet on the day of the event.</i></p>
9:30 AM – 10:30 AM	Company Meetings, Sales Presentation Practice
10:30 AM – 11:00 AM	Opening Ceremony
11:00 AM – 1:15 PM	Trade Show Concession stands open from 9:30 AM – 12:30 PM with breakfast and lunch options.
1:30 – 2:00 PM	Award Ceremony
2:00 PM	Teardown & Depart for Home <i>Buses will be parked in the Rosemont Theatre Parking Lot. After your booth has been disassembled and all members are at door waiting to be picked up, call bus driver to pull up to the circle drive area.</i>





IMPORTANT DATES & DEADLINES

Date	Information
January 10, 2020	<p>Conference Registration Due TO REGISTER: HUB / Marketplace Tools / Firm Admin / Trade Show Registration Select: 2020 Great Lakes Conference & Exhibition Link</p> <p>You must indicate your intent to participate in Live (day-of) Competitions when registering for your trade show booth.</p>
January 23, 2020	<p>Submission Based Competitions Deadline</p> <ul style="list-style-type: none"> ▪ Company Newsletter ▪ Sales Materials ▪ Website (Basic and Advanced) ▪ Video Commercial ▪ Radio Commercial <p>Day of Events that also require Submission Based Material:</p> <ul style="list-style-type: none"> ▪ Finance: Statement & Highlights (see Live Competition/Finance Rubric for details) ▪ Human Resources: Employee Handbook <p>TO SUBMIT:</p> <ol style="list-style-type: none"> 1. Indicate intent to compete when you register (see above) 2. Hub / Marketplace Tools / Firm Admin / Trade Show Registration / Online Competition Submissions (for the Great Lakes Regional Conference & Exhibition) 3. Reminder: Confirm & follow instructions (i.e., .pdf, number of pages, etc.) to avoid disqualification!
January 28, 2020 (No later than date above)	<p>Hotel Reservations Due for Group Rate (\$147.06 per night) Signed housing/billing terms and conduct letter · Rooming List with names and dates (excel sheet) · Deposit for one-night room and tax per room. Deposit can be made with check or credit card. Credit card authorization form will need to be completed.</p>
February 4, 2020	<p>Final Payment for Hotel Due</p>
February 7, 2020	<p>Payment due for Booth Fees</p>
<p><i>EVENT DAY</i> February 20, 2020</p>	<p>Trade Show On-Site Live Competitions</p> <ul style="list-style-type: none"> • Best Booth Design • Elevator Pitch • Finance: Oral Presentation (requires participation in Submission-Based Finance: Statements & Highlights) • Human Resources: Oral Presentation (requires participation in Submission-Based Human Resources: Employee Handbook) • Impact Marketing • Marketing Plan: Oral Presentation • Salesmanship



REGISTRATION DETAILS

Booth Fees

- The price for a booth is **\$400.00**
- **Electricity is \$110.00** (limited availability, first come/first served)
- Booth fee includes: **Wifi**
- **Late Fee is \$100.00** (if payment is not received by February 7, 2020)

Cancellation Policy

Any cancellation of booth/exhibit space must be sent in writing to **Kendra Lee** at klee@veinternational.org. A **\$150 fee** will be charged for any cancellation **before February 7, 2020**. The entire registration fee will be forfeited for cancellations received on or after February 7, 2020.

Registration and Payment Instructions

1. Go to the Hub / Marketplace Tools / Firm Admin / 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. **Payment must be received by February 7, 2020** to secure your booth registration. Please make sure to start this process as soon as possible.
6. 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.

If you have any questions about your registration, please feel free to contact Kendra Lee at klee@veinternational.org or 630.782.4045.



CONFERENCE & EXHIBITION GUIDELINES

Booth Set-up

Booth space will be available for setup on **February 20, 2020** from **7:00 am to 9:30 am**. No early birds!

Booth Breakdown

Booth breakdown may begin at **2:00 pm**. Dismantling of the booths may not occur before the end of closing ceremony. Firms that initiate breakdown before 2:00 pm will be disqualified from all competitions. Plan for transportation accordingly. No exceptions!

Booth Specifications

- 10' deep x 10' wide x 8' high with 3' side rails
- 6' skirted table with 2 chairs and 1 waste basket
- Black pipe and drape and black table cloth

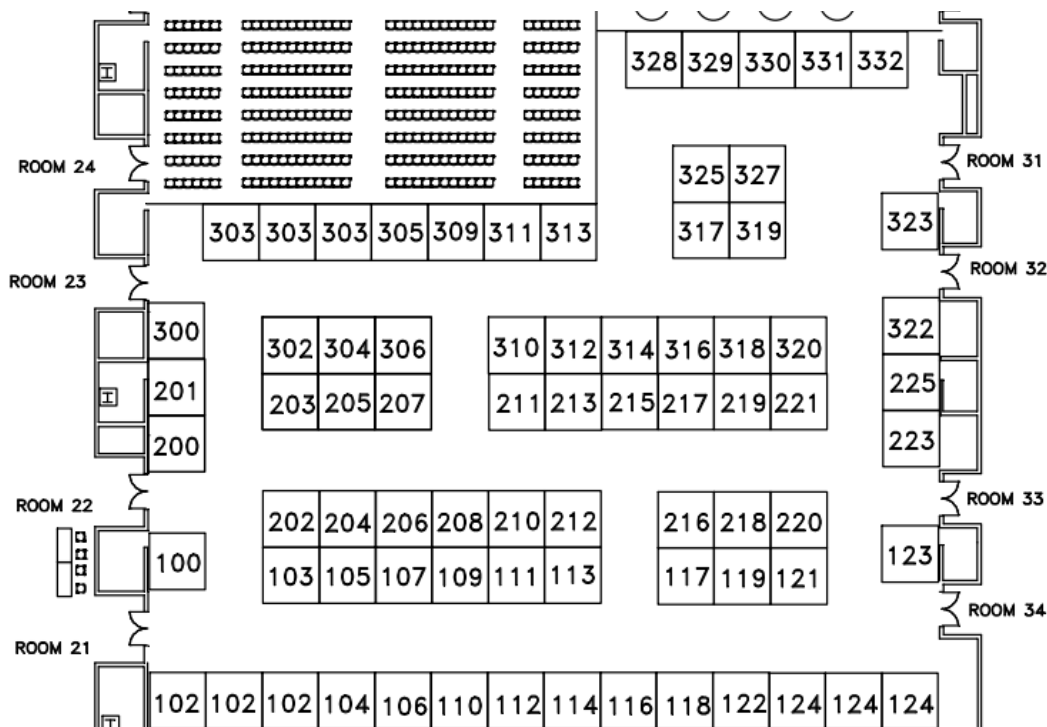
Electricity

Electricity can be **purchased for \$110.00** on a first come, first served basis. These booths are located on the perimeter of the event space.

Wifi

There will be Boingo provided Wifi. It will be a secured connection to ensure purchases can be made at the trade show booth. Instructions, logins, and passwords will be provided in the registration packet.

Trade Show Booth Layout





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 machine

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

Food and Beverage Policies

- Donald E Stephens Convention Center **prohibits outside food or beverages** into the venue.
- Any food or beverage samples that a firm plans to offer at their booth must be **commercially pre-packaged and no larger than 2 ounces**.
- **No food or beverage making appliances** are allowed in the booths.
- **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
 - 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 the Great Lakes 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.
- During the opening and closing sessions, your firm will have assigned seating. Facilitators and/or Chaperones are **REQUIRED** to be sitting with students during the opening and closing sessions. Behavior demonstrated that is not considered professional may result in disqualification of competitions.

Professional Behavior

- Smoking, vaping, and use of any tobacco products 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 "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. **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 **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.

The Point of Sale System User Guide can be found in the Hub / Marketplace Tools / Trade Show POS / User Guide tab

Instruction for setting up and using the **Student Debit Card** can be found in the Hub / Curriculum / Department Tasks & Resources / Operations / Task 5 Organize Trade Show Activities / OPS 5 Reference – Student Debit Card for Trade Show Exhibition.pdf

Instructions for using the **US Network Bank Card** can be found in the Hub / Curriculum / Department Tasks & Resources / Operations / Task 5 Organize Trade Show Activities

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).

Students will not get additional funding for the trade show. If your students are running low on cash for the trade show, you can:

- a. Provide a trade show bonus from the Company Bank account to employees attending.
- b. Transfer money from the teacher account to the student account for spending.
- c. Email Wendy Schmitt, Great Lakes Regional Director, to discuss additional options.
wschmitt@veinternational.org



Sales should take place at your booth. You may walk around with flyers to promote your business and encourage individuals to stop at your booth. The actual sale needs to take place at your booth.

****NOTE:** Though the POS system will be used at the trade show, this is dependent on the system and wifi working properly. It is best practice to bring invoices as a backup plan.

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 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.



Submission Based Competitions (Digital Submission)

Deadline: 7:00 pm, January 23, 2020

We are using the online Competition Manager for competition submissions.

To compete in the Great Lakes Conference & Exhibition pre-conference competitions, upload your submissions using the Great Lakes Conference Exhibition link.

See the Competition Overview for rubric links and more details. If you have questions about the digital submissions, contact Kendra Lee at klee@veinternational.org

Submission-Based Competitions (due online January 23, 2020)

- Advanced Website (Coding)
- Company Newsletter
- E-Commerce Website: Basic/Template
- Finance: Statements & Highlights
(see Live Competition/Finance Rubric for details)
- Human Resources: Employee Handbook
- Sales Materials
- Video Commercial
- Radio Commercial

How to Submit

Go to

- Go to **Hub / Competitions** / Click SIGN IN and CONTINUE WITH YOUR VE ACCOUNT
 - Paste competition link into the browser address bar:
<https://competitions.veinternational.org/event/2020-great-lakes-conference-exhibition>
 - Scroll to desired competition
 - Click DETAILS for allowable file types, etc.
 - Click SUBMIT ENTRY to upload your file
- CONFIRM submission by clicking VIEW ENTRY to ensure proper upload.

Live Competitions (On-site, February 20, 2020)

- Best Booth Design
- Elevator Pitch
- Finance: Oral Presentation
(requires participation in Submission-Based Finance: Statements & Highlights)
- Human Resources: Oral Presentation
(requires participation in Submission-Based Human Resources: Employee Handbook)
- Impact Marketing
- Marketing Plan: Oral Presentation
- Salesmanship

You must indicate your intent to participate in Live (day-of) Competitions when registering for your trade show booth on the Portal.

How to Register

Go to

HUB /Marketplace Tools / Firm Admin / Trade Show Registration



HOTELS & LODGING INFORMATION

Hotel	Doubletree Rosemont 5460 North River Road Rosemont, IL 60018 Phone: 847-292-9100 Website: http://doubletree3.hilton.com/en/hotels/illinois/doubletree-by-hilton-hotel-chicago-ohare-airport-rosemont-CHIDTDT/index.html
Hotel Location	From Michigan: I-94/80 West to I-294 North. Follow I-294 North to Des Plaines River Rd/N River Rd in Rosemont. Take the exit toward I-190 W/O'Hare/River Road from I-294 North. Use the right 2 lanes to turn right onto Des Plaines River Rd/N River Rd. Destination will be on the right. **The hotel is across the street from the event location (Donald E. Stephens Convention Center) and is also connected to the convention center via skyway. Hotel is within walking distance to the Fashion Outlets of Chicago as well as a variety of restaurants. Short drive to downtown or take the CTA Blue Line downtown – stop is only 2 blocks from the hotel.**
Hotel Bus Parking	Bus parking will be at the Rosemont Theater about one block away. There is not parking at the hotel for the bus.
VEI Room Rate	\$129.00 per night (plus sales tax and occupancy taxes – currently 14% - \$147.06 with taxes) through January 28, 2020 *Deposit: Due on January 28. (For one-night room and tax per room) *Final Payment: Due on February 4.
Amenities	Indoor pool, business center, fitness room, on site restaurants – BC Bistro and Lounge and Gibsons Steakhouse. Rooms include a fridge and microwave.
Group Rate Registration	January 28, 2020 – rooms confirmed with DoubleTree, deposit due, rooming list due; remainder of bill due upon arrival.
Room List Information	School contacts will email their rooming list to lesha.Clark@hilton.com Lists will be entered and school contacts will receive 1) confirmation numbers and 2) total amount that is due for room and tax. All unused rooms will be released. Additional room requests will be based upon availability and might only be available at the prevailing daily rate (not group rate). Any changes to rooms assignments should be sent to lesha by February 4, 2020.
Questions	Questions about reservations, contact lesha Clark (lesha.Clark@hilton.com) or Amy Hansen (Amy.Hansen@hilton.com) Other Questions? Contact Lisa Koehler, Conference Services Manager (847) 292.3281 Lisa.koehler@hilton.com



OTHER LOGISTICS

Bus Parking Information

The convention center has parking/staging for buses at the Rosemont Theater lot located 1 block south of the building. Buses drop off students at the main entrance (5555 N. River Rd.) and then bus drivers can go directly to the open lot. Our parking garage has a clearance that would not allow a charter bus to enter. Buses would then pick up students at the main entrance.

Please see the parking map. On the map the "Yellow Star" is the main lobby of the Convention Center where they would drop off either in the circle or on the street depending on where traffic control tells them to go. After dropping off they would follow the "Red Arrows" north to Bryn Mawr, turn left (west) and go down Muvico and turn left (south) again pass underneath the parking garage (height 14' 2") to Balmoral. Turn left on Balmoral (east) to head back to River Rd, at River Rd turn right (south) and go 1 block to Technology Blvd and turn right (west), 100ft down is the Rosemont Theater entrance "Purple Star".

Once inside the lot, please tell the bus driver to park against the guard rail and to not block any other cars or trucks that would already be parked.

When it's time for pick up, call your bus once your booth is dissembled and all members of your team are waiting in the circle drive.





EARN UP TO \$5,000 USING SOCIAL MEDIA

2020 Great Lakes Regional Conference & Exhibition

Thursday, February 20, 2020

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using **#veinternational** during the **2020 Great Lakes 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 11:59 PM CT on February 29, 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 February 27, 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!