



# 2020 LONG ISLAND REGIONAL CONFERENCE AND EXHIBITION

## Event and Registration Overview

The Long Island Regional Conference and Exhibition brings together more than 2,000 students, educators, and business leaders with over ninety firms representing the virtual economy. Firms will compete for their booth designs, business plans, and more. Come and join the trade show experience!

**Thursday, January 9, 2020**  
**Long Island University**  
**720 Northern Blvd, Greenvale, NY 11548**

**Hosted By**



[#veinternational](#)

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

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## CONFERENCE AGENDA

Date	Information
<b>7:30 AM - 9:00 AM</b>	Registration & Booth Set Up
<b>9:00 AM – 12:30 PM</b>	Trade Show
<b>9:00 AM – 12:30 PM</b>	Business Plan Competition Presentations
<b>10:30 AM – 12:30 PM</b>	Lunch Period for Students
<b>12:30 PM - 12:45 PM</b>	Awards Ceremony
<b>1:00 PM</b>	Event Breakdown, Clean-up, and Check out



# REGISTRATION DETAILS

## Booth Fees

- Firms located on Long Island may participate in the Trade Show free of charge.
- Any firms located outside of Long Island, NY will have to pay a booth fee of \$300.00 USD to participate at the Trade Show.

## Registration and Payment Instructions

1. To register for a booth and the event, sign into the hub by going to [hub.veinternational.org](http://hub.veinternational.org)
2. Click on "Marketplace Tools"
3. Click on "Firm Admin"
4. Choose the Firm you want to register with
5. Click on "Trade Show Registration"
6. Once registration is completed, you will receive a confirmation.

If you are a Long Island firm, you may move on to the Conference and Exhibition Guidelines. If you are a non-Long Island firm, please continue below for payment instructions.

7. Submit the invoice to your district office requesting payment.
8. Payment must be received by December 16, 2019 to secure your booth registration. Please make sure to start this process as soon as possible
9. 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.

## Cancellation Policy

Any cancellation of booth/exhibit space must be sent in writing to Amina Music at [amusic@veinternational.org](mailto:amusic@veinternational.org). A \$100.00 USD fee will be charged for any cancellation after December 18, 2019 and before December 27, 2019. The entire registration fee will be forfeited for cancellations received on or after December 27, 2019.



# CONFERENCE & EXHIBITION GUIDELINES

## Booth Set-up

Booth space will be available for setup on January 9, 2019 from 7:30 AM to 9:00 AM. No early birds!

## Booth Breakdown

Booth breakdown may begin at 1:00 PM. Dismantling of the booths may not occur before the end of closing ceremony. Firms that initiate breakdown before 1:00 PM will be disqualified from all competitions. Plan for transportation accordingly. No exceptions!

## Check-Out Procedures

Exhibitors shall remove ALL trash from their booth and place EVERYTHING in trash bags.

## Booth Specifications

- Approx. 8' wide x 8' deep' 8' high
- One - 6' table
- 2 Chairs
- All displays, tables, chairs, etc. must fit within the confines of the booth and may NOT extend into the aisle.
- No part of the booth design may block the view from **side to side** of another booth.
- **Electricity will not be provided**

## Exhibitor Considerations

- No exhibitor may engage in any activity or device that tends to create congestion in the aisles.
- All marketing activities, exhibits, moving displays, etc. should not create crowd congestion or obstruct activities of 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.
- Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, painted surface or wall of the Gym.
- Exhibitors are to show respect for spectators and booth demonstrators by keeping the volume of music or other amplified sound to a minimum.
- Under NO circumstances are adhesive back decals to be given away.
- 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
- Confetti, glitter, rice, or birdseed
- Silly string
- Popcorn machines
- Adhesive-backed decals, duct tape, double-sided tape
- Helium balloons may not be given away, sold, or used in the facility

## Food and Beverage Policies

- No food or beverage making appliances are allowed in the booths.
- No cooking is allowed in the booths.
- Any food that a firm plans to offer at their booth must be commercially pre-packaged and no larger than 4 ounces.

## Supervision

- Be sure you have made arrangements to have your students supervised at all times.

## Name Badges

- All participating 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 badges must include: Participant's name, Firm name, School Name

## Responsibilities and Regulations

- The exhibitor agrees to abide by all rules as set forth by the Long Island Region Virtual Enterprise acting on behalf of Virtual Enterprises International, Inc.
- The exhibitor agrees that the show management shall have the right to make rules and regulations or change 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 people during all official set-up and exhibit 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 is not permitted. Exhibitors are required to keep their booth area neat and litter free. During trading day, participants must dress in accepted business attire or in a manner that compliments the exhibit booth theme. Disorderly conduct, profanity and running are expressly prohibited. Any inappropriate behavior is prohibited and is cause for immediate dismissal from conference activities. Coordinators must actively chaperone their "employees."

## Event Security

Virtual Enterprises International 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, at the registration table. **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.

## IMPORTANT: HOW TO MAKE SALES

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](#)



## IMPORTANT: HOW TO MAKE SALES (Cont.)

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.

**If you plan to have a drawing for an item, please be prepared to announce winners from drawings at the time of the ceremony.**

### 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.

### 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.



# EARN UP TO \$5,000 USING SOCIAL MEDIA

Long Island Regional Conference and Exhibition

January 9, 2020

#veinternational

## How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the 2020 Long Island 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](https://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, January 17, 2020.

## Examples of a Top Post

- See examples of the previous winners at [veinternational.org/blog/2017-18-social-media-contest-winners/](https://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 Monday, January 28, 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!