



# 2020 Los Angeles Area Conference & Exhibition Pasadena Convention Center

## Competition Overview

The following competitions are open to all firms participating in the Los Angeles Area Conference & Exhibition. Guidelines and rubrics are available on the Hub (see instructions below). Please pay close attention to submission period and deadlines, and the document format that entries must be submitted in. If the correct format is not followed, submissions will not be judged. Once your firm has uploaded their competition submissions, you will receive an email confirming receipt of submissions.

**To find Rubrics for all VE competitions:  
Go to Hub / Curriculum / Competitions & Events / Competition Rubrics**

### Submission-Based Competitions

- Sales Materials
- Company Branding
- E-Commerce Website
- Marketing Plan
- Employee Newsletter
- Financial Statements
- Employee Handbook (20 page LIMIT!)
- Video Commercial

### How to Submit

- 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-los-angeles-area-conference-exhibition>
- Scroll to desired competition
  - Click DETAILS for allowable file types, etc.
  - Click SUBMIT ENTRY to upload your file
- CONFIRM your submission by clicking VIEW ENTRY to ensure proper upload

### Live Competitions

- Impact Marketing
- Elevator Pitch (Limited to first 60 firms to sign up)
- Marketing Plan: (Top 30 from submissions are invited)
- Salesmanship
- Booth
- [Tentative VE-JV Business Plan](#)

### How to Register

Go to: **Hub / Marketplace Tools / Firm Admin / Trade Show Registration**

- **Online Submission Deadline:** January 24, 2020
- **Registration/Cancellation Deadline:** January 15, 2020
- **Booth fees:** Vendor/Supporter starts at = \$1,500; VE Firm = \$625
- **Contact for questions:** Teri Jones, [tjones@veinternational.org](mailto:tjones@veinternational.org) 818 298-9803



## Marketing Plan Guidelines

### Description of Event:

This is a two-part competition. All firms are to submit a written marketing plan as a PDF by the submission date. The top 30 scored plans will be invited to the Marketing Plan Presentation competition on 2/18/20. Below are the rules for the competition. In addition to these rules, review the competition's Rubric/Scoring Sheet for each element of the Written Marketing Plan and the Marketing Plan Presentation competitions.

### Part One: Written Submission. Open to all Trade Show participants

- Follow the Written Marketing Plan rubric from the hub.

### Part Two: 2/18/20 Presentation. This competition is by invitation only: The top 30 teams from the written marketing plan will be invited to present on 2/18/20. All firms that submit the written marketing plan will be notified if they have qualified by February 7, 2020

- Each company will bring 3 copies of the exact same Marketing Plan submitted for the LA Area Conference & Exhibition online. *Changes to the written document could lead to disqualification.*
- The Marketing Plan presentation must consist of 1-4 students. Penalty will be applied to team that does not have between 1-4 students. All presenters must participate in Q & A.
- Refer to the Marketing Plan Rubric under hub / curriculum / competitions & events / LIVE PRESENTATION for specific elements to be included in the presentation, however this is a LIVE presentation, and not a video.

## Employee Handbook

Follow the hub Employee Handbook rubric with the following revision: **LIMIT 20 PAGES.**