



2020 NY Metro Central Division Business Plan Competition and Exhibition

Event and Registration Overview

The NY Metro Central Division Business Plan Competition and Exhibition brings together schools from New Jersey to compete for their regional business plan competition as well as allow them to network and sell to other VE firms in their state. The event will have twenty two (22) firms representing the virtual economy and firms will compete for their booth designs and sales pitch as well as their business plans. This competition is strictly open to firms in New Jersey. Please contact Meghan Foley at mfoley@veinternational.org with any questions.

**Tuesday, January 14, 2020
Fairleigh Dickinson University
285 Madison Avenue
Madison, NJ 07940**

Hosted By



• veinternational.org •



CONFERENCE AGENDA

(subject to change)

Tues. January 14, 2020	Information
8:00 AM - 8:30 AM	School Registration and Breakfast
8:30 AM - 9:00 AM	Opening Remarks
9:15 AM - 12:15 PM	Oral Business Plan Presentations - Preliminary Round
9:15 AM - 12:00 PM	Firm Trading Event
12:15 PM - 12:30 PM	Presentation of Awards for Best Booth, Sales Pitch and Business Plan Competition Championship Round Finalist
12:30 PM - 1:00 PM	Lunch
1:00 PM - 3:15 PM	Championship Oral Business Plan Competition (Top 6 Teams)
3:15 PM - 3:30 PM	Announcement of Competition Winners

IMPORTANT DATES & DEADLINES

Date	Information
Friday, December 20, 2020	Written Business Plans Due to the VE Office
Friday January 10, 2020	Oral Business Plan Presentations due to the VE Office



REGISTRATION DETAILS

Registration Instructions

1. To register for a booth and the event, sign into the hub by going to hub.veinternational.org
(At this time, this event is only open to schools in New Jersey)
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.

Trade Show Guidelines

Booth Set-up

Booth space will be available for setup on January 14, 2020 immediately following open remarks at 9:15 AM No early birds!

Booth Breakdown

Booth breakdown may begin at 12:00 PM and should be completed by 12:15 PM.

Booth Specifications

- One (1) 8ft x 30" Table
- Two (2) Chairs

Electricity

- Electricity is not guaranteed based on the placement of your table. Please make sure all electronics are charged prior to arriving to the event.

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 machines

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

Food and Beverage Policies

- Any food or beverage samples that a firm plans to offer at their booth must be commercially pre-packaged and no larger than 12 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 NY Metro Regional 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.

Professional Behavior

- Smoking or vaping 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 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.

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.



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

2020 NY Metro Central Division
Business Plan Competition and Exhibition
January 14, 2020
#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the 2020 NY Metro Central Division Business Plan Competition 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 Thursday, January 16, 2020 at 7:00 PM.



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

- Posts will be announced by Thursday, January 23, 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!