



2020 NORTHEAST REGIONAL CONFERENCE & EXHIBITION

Event and Registration Overview

Join the Virtual Enterprises Northeast region for our annual Conference & Exhibition and Oral Business Plan Competition at Athena High School Performing Arts Center in Rochester NY! Our event will begin at 9:00 AM and conclude at 1:30 PM, and will include lunch. You will be able to engage in several competitions as well as focus on selling your virtual products and services to other VE students, and campus staff, students and visitors. Create an inspiring trade fair booth and turn on the charm to entice buyers to buy from YOUR firm! Register today!

Tuesday, February 11, 2020
Athena High School
800 Long Pond Rd
Rochester, NY 14612-3097

#veinternational

• veinternational.org •



SCHEDULE

Time	Information
9:00 AM – 9:45 AM	Registration and Trade Show Set Up
9:45 AM – 10:00 AM	Welcome and Opening Remarks
9:15 AM – 11:15 AM	Oral Business Plan Presentations
10:00 AM – 11:15 AM	Trade Show
11:30 AM – 12:15 PM	Lunch and Booth Tear Down
12:15 PM – 1:00 PM	Awards Ceremony
1:00 PM – 1:30 PM	Event Ends

REGISTRATION DETAILS

Registration and Payment Instructions

1. To register for a booth and the event, sign into the HUB (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 and an invoice
7. Submit the invoice to your appropriate district department for payment
8. Payment is due by February 7, 2020
9. Send payment to:

Attn: Moe Hossain, Finance & Operations Manager
Virtual Enterprises International, Inc.
122 Amsterdam Avenue
New York, New York 10023

Make checks payable to: Virtual Enterprises International, Inc.



Booth Fees

- The price of a booth is \$300, with included admission for up to 25 students
- \$10 extra per person over 25.

Cancellation Policy

Any cancellation of booth space must be submitted in writing to Kathy Gielow at kgielow@veinternational.org. **A \$125.00 fee will be charged for any cancellations received after February 1, 2020.**

CONFERENCE & EXHIBITION GUIDELINES

Arrival at Athena HS

- Buses should drop off students by the entrance nearest the back parking lot.
- The registration table will be located right inside that entrance.

Booth Set-Up

- Set up will take place between 9:00 AM and 9:45 AM on February 11, 2020.

Booth Specifications

- Each booth area will include a 6-foot table and two chairs.
- When selecting your booth, please note that not all booths have electricity close to them. If you do not require electricity, please be kind to other firms that might require it when selecting your booth. If you do get a booth with electricity, you are required to provide extension cords, power strips and duct tape to ensure the safety of everyone.
- All displays, tables, chairs, etc. must NOT extend into the aisle. No part of the booth design may block the view from side to side of another booth.

Exhibitor Considerations

- No exhibitor may engage in any activity that would create unreasonable congestion in the aisles.



- 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.
- Decorations, signs and banners may NOT be attached, tapes, nailed or fastened to any ceiling, painted surface or wall of the Performing Arts center.
- Exhibitors must show respect for spectators and booth demonstrators by keeping music volume or other amplified sound to a minimum. If you do not adhere to this, you will be told to turn it completely off.
- Exhibitors must remove ALL trash from their booth area before heading to the awards ceremony. You MUST be cleared by a VE staff member before leaving, after your booth area has been checked.

Supervision and Badges

- Upon entrance, teachers must ensure that ALL students are wearing badges (provided by YOUR firm) and must wear them for the entire day. They must include: Participant Name, firm name, school name. Guests must come with a badge that says GUEST.
- Students must be supervised at ALL times. Disorderly conduct, profanity and running in the venue are strictly prohibited. Any violation is cause for immediate dismissal from activities. Please report any inappropriate activity to conference management at the registration table.

Sales Receipts

- Please adhere to times announced for your firm's sales totals to be handed in. Late submissions will automatically disqualify you from that competitive event.

Selling and Processing Sales

You will be selling to two types of customers:

1. Customers who are visitors and do not have online VE accounts. They will pay for their purchases using a US Network Bank Card they will receive at the Registration Desk. The maximum amount of any sale is \$5000 and can ONLY be used ONCE at each booth.
2. Customers who are VE participants. They will use their Student Debit Card.



You will be processing sales through the Point of Sale System POS. Please make sure your POS is set up and working BEFORE arriving at the venue!!! This is VERY important! THERE IS WIFI AT THE VENUE! Use the POS system with a smart phone, iPad or laptop.

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](#)

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.

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

Northeast Regional Conference & Exhibition

February 11, 2020

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the Northeast 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 #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 on Friday, February 14, 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 Friday, February 21, 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!