



2020 Bay Area Conference & Exhibition

Event and Registration Overview

Join over 1,000 students from around the world and “Build Business Bridges” at the 17th Annual **Bay Area Conference and Exhibition (BACE)**. Students will meet business leaders from the San Francisco Bay area as both judges and as workshop presenters. It’s a great networking opportunity! Day one is filled with competitions and student workshops. Day two will host the massive exhibition and awards ceremony. The convention Center is just steps away from the BART train to San Francisco where you can explore The City.

COME JOIN US by the Bay!



Saturday, March 14, 2020 – Sunday, March 15, 2020
Oakland Convention Center
1001 Broadway
Oakland, CA 94607

#veinternational

• veinternational.org •



SCHEDULE subject to minor revisions:

Please see HUB event registration packet for latest revisions

Date	Information
Saturday March 14, 2020	Registration, Live Competitions and Student Workshops
8:00 AM– 2:30 PM	Registration – Oakland Convention Center Lobby
8:30 AM– 3:00 PM	Live Competitions – Check-in Oakland Convention Center 2 nd Floor OCC Room 208
9:00 AM– 3:00 PM	Workshops – Oakland Convention Center Junior Ballrooms
Sunday March 15, 2020	Exhibition
7:30 AM - 9:30 AM	Exhibition Registration and Booth Setup
9:30 AM - 10:30 AM	Keynote Speaker and Opening Ceremony
10:30 AM - 1:30 PM	Exhibition Open for Public Trading, WOW Factor
1:45 PM - 2:30 PM	Awards & Closing Ceremony
2:30 PM	Booth Dismantle & Clean-up

IMPORTANT DATES & DEADLINES

Date	Information
Monday, January 31, 2020	-Cancellations after this date result in forfeit of full registration fee
Friday, February 14, 2020	- Bay Area Conference and Exhibition (BACE) registration DEADLINE , and PO must be received by this day - <u>Online submission DEADLINE</u> for competitions 5:00pm PST and <u>live competition registration DEADLINE</u> 5:00pm PST - Marriott Oakland City Center Hotel block registration closes. If sold out before this date, contact Lisa Parker lparker@veinternational.org
Friday, March 6, 2020	All Payments Due: Payment <u>receipt</u> deadline for the full booth fee payment of \$625 for single booth and \$1,200 for double booth



REGISTRATION DETAILS

Booth Fees

- The price for a single booth is \$625 and \$1,200 for a double booth.
- Electricity with one outlet included in the booth fee. Bring a surge protector and extension cord if you have more than one item to plug in.
- Wi-Fi is available in limited access. Please bring your own personal hot spots, your own data plans, and/or your own Mi-Fi(s) so your VE company can fully use the Point of Sale (POS) system.

Cancellation Policy

Any cancellation of booth/exhibit space must be sent in writing to Lisa Parker at lparker@veinternational.org by end of day January 31st for full refund. The entire registration fee will be forfeited for cancellations received after this date.

Registration and Payment Instructions

1. Go to "Firm Admin" in the Hub and choose 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. Attach a copy of your completed "Conference Registration" form and/or e-mail confirmation form to the "Request to Purchase" form, make a copy for your files, and submit the invoice to your district office requesting payment.
5. **PO must be received by February 14, 2020 and payment must be received by March 6, 2020 to secure your booth registration.** Please make sure to start this process as soon as possible.
6. ***NEW*** 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.
7. Pay by Credit Card: <https://form.jotform.com/92604788831164>

If you have any questions about your registration, please feel free to contact Lisa Parker at lparker@veinternational.org or (562) 714-5884.



CONFERENCE & EXHIBITION GUIDELINES

Booth Set-up

Booth space will be available for setup on March 15, 2020 from precisely 7:30am – 9:30am. **No adults or teachers** may help students set up or be in the booth during set up, the use of POWER TOOLS are not allowed (union requirement). Any company that does not adhere to these guidelines will be disqualified from day-of competitions.

Booth Breakdown

Booth breakdown and **CLEAN UP** may begin at 2:30pm after the awards ceremony. Dismantling of the booths may not occur before the end of closing ceremony. Firms that initiate breakdown before 2:30pm will be disqualified from all competitions. Plan for transportation accordingly. No exceptions! Please clean up your area of trash and items not needed. They must be taken to a trash receptacle.

Booth Specifications

- 8' deep x 10' wide area x 8' high back x 3' high sides (double booths are 20' wide)
- 8' table with two chairs (double booth has two 8' tables and four chairs)
- Black pipe and drape and black tablecloth/skirting

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 be 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.

Electricity & Wi-Fi

One electrical outlet comes with each single booth and two for each double booth. Bring your own Mi-Fis, hot spots and devices that use personal data to have Internet access. There will be limited WiFi access.

Exhibitor Rules and Procedures – Please Read Carefully!

Failure to abide by these regulations will disqualify participants from Sunday competitions and prohibited items must be removed.

- No exhibitor may engage in any activity or utilize a 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.
- 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. **There will be a \$100 clean up/damage fee if tape is used or sticky material is used or trash is left behind.**
- All booths must completely clean up their area before leaving and place all trash in garbage cans. Additional cleanup will result in a fee, sent via invoice.
- **NO Music** or other amplified sounds. Headphones must be used for any music demonstrations.



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

Food and Beverage Policies

- The Oakland Marriott and Convention Center prohibits outside food or beverages into the venue.
- Any samples **MUST** relate to your business. Beverages can be no more than 4 ounces. Food tasting samples must be 2 ounces or less and be pre-portioned and individually wrapped to follow proper sanitation. Popcorn must be made prior to show and passed out in small bags no larger than 2 ounces.
- No food or beverage-making appliances such as blenders, toaster ovens, chocolate fountains etc. due to electrical limitations.
- No cooking is allowed in the booths.

Name Badges

- Every participant including students and guests **MUST** have identification badges visible at all times.
- **Please supply the badges. Lanyards and badge holders will NOT be provided!**
- The badge must include:

Participant's Name

Firm Name

School



Responsibilities and Regulations

- The exhibitor agrees to abide by all rules as set forth by the Bay Area Conference and Exhibition Virtual Enterprises West Region 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 changes to rules and regulations. Show management shall have the final determination and enforcement of all rules, regulations and conditions.

Shipping & Receiving

SHIPPING AND PACKAGES

The Oakland Marriott City Center has no storage facilities for Exhibit Materials. All freight must be consigned to the decorating company. Shipments that arrive prior to show time will be refused and/or forwarded to the official decorator at the exhibitor's expense. Schools must contact hotel directly for any coordination and to pay appropriate fees.

The service contractor must handle all decorating and material handling of exhibits and related products. All items belonging to the individual exhibitors must be brought to the back-service entrance. There are no storage facilities available for empty crates, skids, containers, cartons, or vehicles. The service contractor must work directly with the Event Manager should some exhibitor packages be sent directly to the hotel. Due to the limited hotel storage, all shipments should be scheduled to arrive at the hotel no earlier than (3) days prior to the event.

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. A current cell phone number must be submitted with registration for onsite contact.

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".
- The Bay Area Conference and Exhibition representatives reserve the right to terminate the privileges of any exhibitor if it determines in its sole discretion that an exhibitor is conducting his/herself in a manner that might reflect unfavorably upon the show. In the event of termination, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. No portion of payments paid or owed will be refundable.



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 Wi-Fi 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.

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.

HOTELS & LODGING INFORMATION

The Oakland Marriott City Center, 1001 Broadway, Oakland, California 94607 is our conference hotel. It will be the headquarters for the conference and exhibition and is attached to the Oakland Convention Center. This Marriott is one block away from the BART transit which can easily take groups into San Francisco city quickly within 15 minutes and reasonably priced.

We have secured a VE block room rate of \$145 for a single or double room occupancy. Hotel room rates are subject to applicable state and local taxes.

Booking Link - <https://book.passkey.com/go/BayVirtual2020>

Or Marriott reservations at 1-800-228-9290 and reference [Virtual Enterprise Bay Area Conference and Exhibition](#)

Payment by Credit Card or Check-

Marriott check guidelines: Please ensure you follow these instructions with the information listed below on the check.

Oakland Marriott City Center Hotel
1001 Broadway
Oakland, Ca 94607-4019
Attention: Michele James/Ave Lising
Name of College/School

Notes: Checks must be received at least 14 business days prior to arrival.

Check must include Guest Name and arrival date **AND OR**

Confirmation Number. Please contact the hotel if you have any questions or concerns at 510-451-4000.



CUT OFF DATE: Friday February 14, 2020, 5:00pm PST. After this date, the Marriott will continue to accept reservations subject to availability at the prevailing room rate. **This is NOT a guarantee that rooms will be available at the reduced rate until the cutoff date.** Once the block is sold out, even if before the cutoff, room rates will revert to their current prevailing rate which will likely be significantly higher. Or contact Lisa Parker at lparker@veinternational.org to increase the room block if the room block is sold out.

An 11 PM curfew will be strictly enforced by hotel security during the Conference.

Enjoy your time at the BACE by THE BAY!!!

(See travel accommodations and site seeing recommendations on the next page)



San Francisco Bay Area Conference & Exhibition Info

Preferred Hotel

Oakland Marriott City Center Hotel connected with the Bay Area Conference and Exhibition
<https://book.passkey.com/go/BayVirtual2020>

Transportation

BART Public Transit - <http://www.bart.gov/tickets>

Transfers from SFO airport to Oakland City Center

Another transfer option from SFO airport to Oakland City Center → Super Shuttle van, Oakland Marriott City Center. Supershuttle.com

Excursions



San Francisco's Pier 39 is a popular tourist destination with good food and fun stores.

Embarcadero



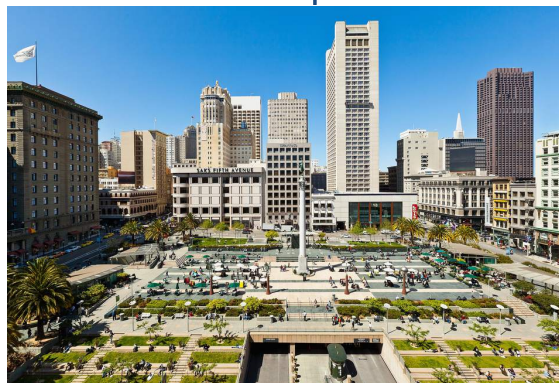
Fisherman's Wharf and Embarcadero are close to Pier 39. Good seafood. Close to Ghirardelli's Square. Leisurely walk along the Embarcadero and site see.

Alcatraz Island with view of Golden Gate Bridge



Alcatraz is a world-famous prison which jailed notorious US Criminals (Al Capone).
Day/night tours (alcatrazcruises.com)

Union Square



Eat at the Cheesecake Factory on top of Macy's. Name brand American shopping available here.



EARN UP TO \$5,000 USING SOCIAL MEDIA

2020 Bay Area Conference & Exhibition

March 14, 2020 – March 15, 2020

#veinternational

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #veinternational during the Bay Area 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 7:00 PM PST on Wednesday, March 18, 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 Wednesday, March 25, 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!

See the BACE floor plan on the next page.

Pick your booth number on the Hub when you register.



EXHIBITION FLOOR PLAN

