



# 2020 Great Lakes Regional Conference & Exhibition Competition Overview

The following competitions are open to all firms participating in the 2020 Great Lakes Regional 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 competitions, go to:  
Hub / Curriculum / Competitions & Events / Competition Rubrics**

## Submission-Based Competitions

- Advanced Website (Coding)
- Company Newsletter
- E-Commerce Website: Basic/Template
- Finance: Statements & Highlights
- Human Resources: Employee Handbook
- Sales Materials
- Video Commercial
- Radio 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-great-lakes-regional-conference-exhibition>
- Scroll to desired competition
  - Click DETAILS for allowable file types, etc.
  - Click SUBMIT ENTRY to upload your file
- CONFIRM submission by clicking VIEW ENTRY to ensure proper upload

## Live Competitions

- Best Booth Design\*
- Elevator Pitch
- Finance: Oral Presentation  
*(requires participation in Submission-Based Finance: Statements & Highlights)*
- Human Resources: Oral Presentation  
*(requires participation in Submission-Based Human Resources: Employee Handbook)*
- Marketing Plan: Oral Presentation
- Salesmanship

\*registration not required; all booths will be judged

**You must indicate your intent to participate in Live (day-of) Competitions when registering for your trade show booth on the Portal.**

## Trade Show & Live Event Registration

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

- **Online Submission Deadline:** Wednesday, January 23, 2020, 7:00 PM ET
- **Registration/Cancellation Deadline:** Friday, January 10, 2019
- **Contact for questions:** Kendra Lee: [klee@veinternational.org](mailto:klee@veinternational.org) or  
Carrie Smith: [csmith@veinternational.org](mailto:csmith@veinternational.org)