



VIRTUAL  
ENTERPRISES  
INTERNATIONAL

# 2024 Youth Business Summit

Thursday, April 11 – Friday, April 12, 2024

## Jacob K. Javits Convention Center

429 11th Avenue, New York, NY 10001

The Youth Business Summit brings together over 4,500 rising young professionals, budding entrepreneurs, educators, school and district administrators, business leaders, and industry professionals from around the world for a one-of-a-kind global convention at the iconic Jacob Javits Convention Center in New York City.

During a dynamic week of business competitions, leadership events, and professional networking, emerging talent from middle and high schools around the world display the professional skills and business acumen they have developed by running a Virtual Enterprise company during the school year.

## Preparing Students for the Future of Work



# 2024 Youth Business Summit

# School Exhibitor Benefits

## Sales Pitch Competition

The Sales Pitch Competition challenges VE students to make a convincing and engaging sales pitch to sell their product(s) and/or service(s) at the International Trade Show. (Open to All Firms).

## Booth Design Competition

The Booth Design Competition challenges each company to design and build out a compelling booth at the international Trade Exhibition. (Open to All Firms).

## Global Innovation Challenge

The Global Innovation Challenge (GIC) is a competition in which students work in multinational teams to identify the challenges, opportunities, and risks involved in a global business by examining a real-world business case study. After two hours of analysis and deliberation, teams present their findings to a panel of judges. (Open to two students per firm on a first-come, first-serve basis).

## Rapid Prototyping Challenge **NEW**

In this fresh and dynamic competition, students hailing from different VE firms dive headfirst into the realm of design thinking. Faced with a real-world business challenge, they rely on ingenuity as they collaborate with peers from diverse backgrounds. More participation requirements to come.

## Financial Literacy Challenge **NEW**

The Financial Literacy Challenge is a competition that promotes financial education and empowers high school students with the essential knowledge and skills related to personal finance. More participation requirements to come.

## Social Media Contest

The Social Media Contest challenges VE firms to share promotional social media to an international trade exhibition audience. (Open to All Firms).

## Early Access Networking Event (Day 1) **NEW**

This special event offers VE VIPs the privilege of early access, providing an excellent opportunity for firms to forge connections and rehearse their sales pitches for the following day.

## International Trade Show (Day 2)

The International Trade Exhibition is the largest exhibition of practice businesses in the U.S. Bringing together more than 4,500 students, educators, business leaders, and industry professionals, the International Trade Exhibition is VE's largest and most dynamic live event.

## Student and Teacher Workshops **NEW**

These exclusive sessions provide educators, students, and guests unique access to industry insights from VE's corporate sponsors and partner organizations.

## Early Bird Discount

Register by **Thursday, October 26 at 11:00 AM ET** to secure the early bird discount of 10%.



# 2024 YBS Pricing Overview

April 11-12 | Javits Convention Center | Sponsored by:  HSBC

## Standard Booth

**\$1200**

8' x 10' booth  
6' table with 2 chairs  
WiFi access  
Electricity not included

## Premium Booth

**\$1500**

High traffic location  
8' x 10' booth  
6' table with 2 chairs  
WiFi access  
Electricity not included

## Standard Table

**\$600**

6' table with 2 chairs  
WiFi access  
Electricity not included

## Day 1 Class Pass

**\$350**

Includes guest access to Day 1 events and entry into non-qualifying YBS competitions

## Day 2 Class Pass

**\$600**

Includes guest access to visit the International Trade Exhibition

## Electricity

**\$200**

Add-on  
Available at any booth for purchase.

## How to Register

Opens October 19, 2023 at 11:00 AM ET

### US Schools:

Register through the VE Hub:

- Click on Marketplace Tools
- Go to Firm Admin and Select the appropriate Firm
- Select Trade Show Registration and enter registration info

### International Schools:

Registration link:

<https://portal.veinternational.org/tradefair/67/registration/>

**IMPORTANT:** All fees include registration for 18 participants due to venue capacity. Please reach out to VE if additional slots are needed.

## Thursday, April 11

**9:00 AM - 3:00 PM** Global Innovation Challenge Preliminary Round

**3:00 PM - 6:00 PM** Global Innovation Challenge Championship Round  
International Trade Exhibition Setup  
Early Access Networking Event

## Friday, April 12

**7:00 AM - 8:30 AM** Registration & Booth Set Up

**8:30 AM - 2:00 PM** Financial Literacy Challenge  
Rapid Prototyping Challenge  
Student & Teacher Workshops  
International Trade Exhibition

**2:00 PM - 3:00 PM** Awards Ceremony

### IMPORTANT EVENT DISCLAIMERS

All participants are expected to attend the awards ceremony. Any firm that does not attend the award ceremony and is announced as a winner will NOT receive an award.

Early breakdown booths will be available at registration. ALL sales transactions for the trade show will be invalidated from the firm bank account for firms that break down earlier than the booth breakdown time and are not in an early breakdown booth section.

