



2027 YBS Exhibitor & Sponsorship Opportunities

April 13 - 15, 2027

**Jacob K. Javits
Convention Center**

429 11th Avenue, New York, NY 10001



**Preparing
Students for the
Future of Work**

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About VE

Virtual Enterprises International (VE) is a year-long, credit-bearing program where students establish and manage a business and engage in authentic business experiences. The program transforms students into career-ready young professionals prepared for college and beyond. Since its inception in 1996, VE has served over 350,000 students, including many from under-resourced communities.

We currently support 35,000 students in schools across the U.S. each year and are part of a global network spanning 45 countries and 7,500 student-run businesses. **Learn more at veinternational.org.**



Youth Business Summit Overview

The Youth Business Summit (YBS) is a one-of-a-kind global business convention for VE students. During a dynamic three days of business competitions, leadership events, and professional networking, rising talent from middle and high schools around the world display the professional skills and business acumen they have developed by running a VE company during the school year.

Day 1	Day 2	Day 3
• National Business Plan Competition (NBPC) - Preliminary and Semifinal Rounds • National Finance, Human Resources, and Marketing Competitions	• Global Innovation Challenge • National Business Plan Competition - Championship Round • Financial Literacy Challenge	• International Trade Exhibition • Booth Design and Sales Pitch Competitions • VE-JV Pitch Competition • Keynote Speaker • Workshop Sessions presented by our partners and sponsors

Why Partner?



Showcase Your Brand

- **5,000** attendees
- **6** countries
- **1,000** daily website visitors
- **6,500** social media followers
- **32,000** email subscribers

Engage Your Employees

Provide **5-10 hours of volunteer time** per employee through competition judging and professional workshops for students.

Meet the Future of Work

VE empowers students through career-based education. The **5,000 students** at the YBS are future superstars for your college or organization.

Provide a Life-Changing Experience

Support VE's **largest and most extraordinary event**, culminating a year of transformational experiences preparing students for careers.

Exhibitor Packages

[Purchase an Exhibitor Package](#)

	PLATINUM \$5,000	GOLD \$2,500	SILVER \$2,000	
<u>Exhibitor Benefits</u>	Booth Size: 20' x 20'	Booth Size: 10' x 10'	Booth Size: 10' x 10'	<u>Reach</u>
Engage Employees as Competition Judges	✓	✓	✓	10 competitions
Ad and Logo Featured on VE Website and Event Booklet	✓	✓	✓	5,000 attendees
Branding in Event Hall	✓	✓	✓	5,000 attendees
Social Media and Email Promotion	✓	✓	✓	6,500 followers
Lead a Workshop	✓	✓		50-150 participants
VIP Breakfast Speaker or other Speaking Opportunity	✓			5,000 attendees
  				

Note: Exhibitor set-up is April 14 and exhibition is April 15.

Sponsorship Opportunities

Purchase a Sponsorship Package

Named Competition Title Sponsor | Price Varies By Competition Type

Exclusive Competition Naming Rights:

As a named competition sponsor, your logo will be prominently featured on presentation rooms, student awards, and all competition resource materials, leaving a lasting impression that reaches over 10,000 students. This unique opportunity allows you to directly align your brand with the next generation of business leaders and industry innovators. This sponsorship includes the opportunity to judge individually or as a corporate team.

Elevate your brand's visibility to over 5,000 students while empowering student excellence in any of the following competitions:

- Booth Design | **\$5,000**
- Sales Pitch | **\$5,000**
- Social Media Challenge | **\$3,000**
- Human Resources | **\$5,000**
- Marketing | **\$5,000**
- Finance | **\$5,000**



Business Plan Competition | \$7,000

The VE Business Plan Competition is one of the most highly recognized, competitive, and premier competitions for high school students. After receiving top honors in local and regional business plan competitions during the school year, these teams have earned the chance to compete in the country's premier national business plan competition in New York City.

Global Innovation Challenge Sponsored by HSBC | SOLD

The Global Innovation Challenge is one of VE's most unique business related events for high school students. Students from all over the world work in multinational teams to solve a pressing global issue using design thinking principles.

Financial Literacy Challenge Sponsored by | SOLD

The Financial Literacy Challenge is a competition that promotes financial education among VE high school students. This annual event provides a platform for students to showcase their understanding and application of key personal financial concepts, including earning income, spending, saving, investing, credit management and risk handling.

AI Innovation Challenge Sponsored by | SOLD

Launched in partnership with ReKnew AI in 2026, the AI Innovation Challenge is a national competition designed to equip high school students with foundational AI literacy, hands-on strategy skills, and real-world problem-solving experience. Through a guided workshop, challenge activity, and a multi-phase judging and presentation process, students learn how to identify opportunities to integrate AI into their business concepts and pitch actionable solutions.

Sponsorship Opportunities

Purchase a Sponsorship Package

Teachers' Lounge | \$5,000

Support our VE teachers by sponsoring the Teachers' Lounge. With your support, the space will be equipped with Wi-Fi, drinks and snacks, and comfortable seating and tables for teachers who wish to take a break or catch up on work during the trade show. Your logo will be displayed at the entrance of the Teachers' Lounge and featured in our social media.

Workshop for Teachers | \$1,000

Speak directly to our teachers by sponsoring a workshop! With this sponsorship, your brand has the opportunity to host a workshop to speak directly with our teachers during the Youth Business Summit. If this sponsorship item interests you, please reach out to our team so we can coordinate the details.

Name Badge Branding | \$3,000

Showcase your brand on name badges and provide your company with exceptional brand visibility, positive impressions, and community engagement while also contributing to the development of young aspiring business leaders and entrepreneurs.

Trade Show Credit Cards | \$5,000

Showcase your brand on VE credit cards distributed to 3,500 students and guest shoppers.

Lanyard Branding | \$5,000

Showcase your brand on lanyards worn by ~5,000 trade show participants during and long after the trade exhibition event and provide your company with extended brand exposure, sustained visibility, and community engagement while also contributing to the development of young aspiring business leaders and entrepreneurs.

Event Souvenirs Branding | \$1,000

Showcase your brand on event souvenirs distributed to 3,500 students. Create a lasting impression with the younger generation offering your company extensive brand exposure, community engagement, and the potential to nurture future talent.

Hydration Station | \$1,000

Help us keep attendees hydrated and happy! As the Hydration Station Sponsor, your company will be featured at our water refill stations, ensuring everyone stays refreshed throughout the event. Your logo will appear on signage and promotional materials, showing your support for student success and event energy.

Wifi | \$5,000

Enable 5,000 students' point of sale system with your brand recognition in the Program Booklet and WiFi/Password naming rights.

Advertising Opportunities

Showcase your brand at the **Youth Business Summit** and connect with thousands of ambitious young entrepreneurs, educators, and business leaders from around the world. Advertising at YBS puts your company in front of the next generation of innovators while highlighting your commitment to education, leadership, and the future of work.

Program Advertisements | \$250-\$750

Be Seen. Make an Impact.

Feature your company in the official Youth Business Summit program and put your message directly in the hands of future entrepreneurs, educators, and industry professionals. Whether you're spotlighting your brand, recruiting talent, or celebrating innovation, your ad will inspire thousands and demonstrate your commitment to empowering young leaders. Digital and print programs will be distributed to all attendees, including students, educators, and business partners.

- Ads must be submitted to mbowlin@veinternational.org in high-resolution PDF or JPEG format by **March 15, 2027**. **Late submissions risk exclusion from the program** due to printing deadlines.
- **Sizes available:**
 - **Full Page: 5.5" x 8.5" + Bleed | \$750**
 - **Half Page: 5.5" X 4.25" + Bleed | \$500**
 - **Quarter Page: 5.5" X 2.125" + Bleed | \$250**
- All content subject to approval by the Youth Business Summit team.

[View Ad Specifications Sheet](#)

Branded Pole Wrap | \$500

Increase brand exposure with custom Pole Wraps displayed in high-traffic areas of the Youth Business Summit, giving your company prominent and continuous visibility.

Registration Inserts | \$1,500

Put Your Brand in Their Hands

Welcome YBS attendees with your message front and center! Include your flyer, promo item, or brochure in registration bags distributed to thousands of students, teachers, and partners. It's a powerful way to drive awareness, spark interest, and connect your brand with the excitement of the Summit from day one.

Specifications:

- Materials must be approved prior to inclusion.
- Inserts may include flyers, postcards, or small branded items.
- Quantity: 5,000 pieces (subject to final registration numbers).
- Shipping instructions and deadlines will be provided upon confirmation.

RESERVE BY
MARCH 2, 2027

SUBMIT BY
MARCH 15, 2027

Make an Impact at #YBS2027

[Purchase an Exhibitor Package](#)

[Purchase a Sponsorship](#)

[Email Us with Any Questions](#)

