



2019 Youth Business Summit

Event and Registration Overview

Join more than 5,000 attendees for the 2019 Youth Business Summit, happening April 15-17 in Brooklyn, NY. Brooklyn offers attractions for every type of visitor including the Barclays Center, Coney Island, Brooklyn Bridge, and many more!

The Youth Business Summit (YBS) is a one-of-a-kind global business convention for VE students. During a dynamic week 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.

Monday, April 15, 2019 - Wednesday, April 17, 2019
Brooklyn Cruise Terminal
72 Bowne Street
Brooklyn, NY 11231



SCHEDULE

Date	Information
Monday, April 15, 2019	National Competitions (Business Plan, Human Resources, Marketing, and Finance)
Tuesday, April 16, 2019	Global Business Challenge
Tuesday, April 16, 2019	International Trade Exhibition
2:00 PM – 4:00 PM	Registration & Booth Setup
4:00 PM – 7:00 PM	Opening Party
Wednesday, April 17, 2019	International Trade Exhibition
7:00 AM – 9:00 AM	Registration & Booth Setup
9:00 AM	Opening Ceremony
9:30 AM – 1:30 PM	Exhibition & Trading
2:00 PM – 3:00 PM	Breakdown

IMPORTANT DATES & DEADLINES

Date	Information
Wednesday, October 10, 2018 @ 10:00 AM ET	Registration opens for YBS
January 2019	Registration opens for Global Business Challenge
February 2019	Registration opens for National Competitions (NBPC, HR, MKT, FIN)
Friday, February 15, 2019	<ul style="list-style-type: none"> - Due date for YBS payments or PO with no late fee - Due date for booth cancellation with no cancellation fee - Booths canceled after this date, will result in a \$50 cancellation fee
March 2019	<ul style="list-style-type: none"> - Deadline to register for National Competitions
Friday, March 15, 2019	<ul style="list-style-type: none"> - If payment is not received by this date, booth reservation may be canceled and made available to wait-listed firms - Booths canceled after this date, will result in a \$200 cancellation fee

#2019YBS

• veinternational.org •



REGISTRATION DETAILS

Booth Fees

- The price for a **standard booth** is \$800.00
- Booth fee includes electricity and wifi access for 2 devices

- The price for a **premium booth** is \$1,000.00
- Booth fee includes booth in a high traffic location (please refer to the floor plan), electricity, and wifi access for 2 devices

- The price for a **standard table** is \$400.00
- Booth fee includes table with 2 chairs and wifi access for 2 devices. There is no electricity.

Cancellation Policy

Any cancellation of booth/exhibit space must be sent in writing to Susan Chan at schan@veinternational.org. Booths canceled after Friday, February 15, 2019 will result in a \$50 cancellation fee. Booths canceled after Friday, March 15, 2019 will result in a \$200 cancellation fee.

Registration and Payment Instructions

1. Go to "Firm Admin" in the Portal and choose "Trade Show Registration", then select "Youth Business Summit"
2. Complete the "Trade Show Registration" form and select your booth
3. Once registration is completed, you will receive confirmation and invoice
4. Submit the invoice to your district office requesting payment
5. Payment or PO must be received by Friday, February 15, 2019 to secure your booth registration. Please make sure to start this process as soon as possible. Payments received after Friday, February 15, 2019 will be subject to a \$50.00 USD late fee. If payments is not received by Friday, March 15, 2019, the booth reservation may be canceled and the booth will be made available to wait-listed firms.
6. 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. For Wire/ACH Payments:
TD Bank, N.A.
Account# 435-0162924
Routing#: 026013673
8. Pay by Credit Card: <https://form.jotform.com/63085357705157>

If you have any questions about your registration, please feel free to contact at schan@veinternational.org.



INTERNATIONAL TRADE EXHIBITION GUIDELINES

Booth Set-up

Booth space will be available for setup on Tuesday, April 16, 2019 from 2:00 pm to 4:00 pm and Wednesday, April 17, 2019 from 7:00 am to 9:00 am. No early birds or late arrivals! All booths MUST be set up by 9:00 am on Wednesday, April 17, 2019.

Booth Breakdown

Booths in the Main Exhibition Area may not break down until 2:00 pm. If your class needs to leave earlier than 2:00 pm, please select a booth in the Front Exhibition Area. See 2019 YBS Floor Plan for details.

Firms that initiate breakdown before their scheduled time will be disqualified from all competitions. Plan for transportation accordingly. No exceptions!

Booth Specifications

- 10' wide x 8' deep x 8' high with 3' side rails
- 6' skirted table with 2 chairs
- Black pipe and drape and black table cloth
- Wire "S" hooks will be supplied for hanging signs, banners, etc. DO NOT PIN ANYTHING TO THE DRAPE.

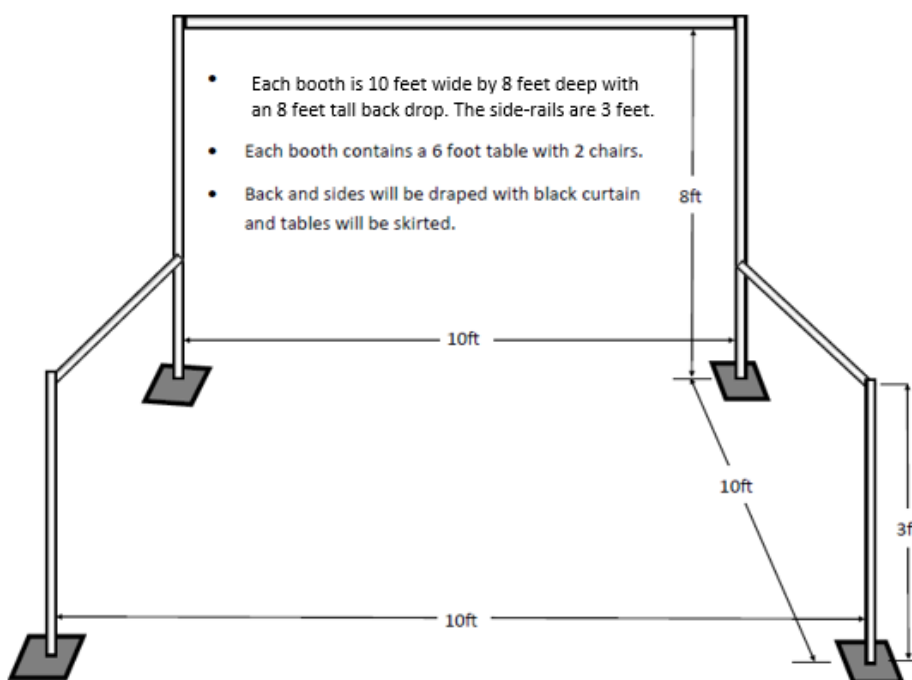




Table Specifications

- 6' skirted table with 2 chairs
- Black table cloth

Electricity

Electricity will be provided for standard and premium booths. Please bring your own extension cords and power strips.

There will be no electricity available for standard table displays.

Exhibitor Considerations

- No exhibitor may engage in any activity or 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.
- Motion pictures, slide projectors, TV monitors, etc. must be operated so as not to attract or create a crowd that would obstruct 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 \$200.00 clean up/damage fee if tape or sticky materials are used.
- All booths must completely clean up their area before leaving and place all trash in garbage cans.

Failure to abide by these regulations will disqualify participants from competitions.

Prohibited Items

- Power tools
- Self-stick decals
- Fog or haze machines
- Strobe lights



- Flashing lights
- Glitter or any items containing glitter
- Confetti/Glitter
- Silly string
- Popcorn machines
- Propane-based equipment

All prohibited items must be removed or your team will be disqualified.

Food and Beverage Policies

- Any food or beverage samples that a firm plans to offer at their booth must be commercially pre-packaged.
- No food or beverage making appliances are allowed in the booths including popcorn machines.
- No cooking is allowed in the booths.

Wi-Fi

Wi-Fi username and password will be found in the Coordinator's packet. Coordinators are requested to issue the Wi-Fi login information for use on a single device. The login information should not be issued for students' personal use; use on more than one device will result in cancellation of Wi-Fi privileges. We recommend bringing your own personal hotspot if you need to connect multiple devices to the internet.

Company Name Badges

- Every participant including students and guests **MUST** have company identification badges visible at all times.
- The badge must include:
 - Participant's Name
 - Firm Name
 - School
- Guests will be identified with a badge that reads "GUEST".



Responsibilities and Regulations

- The exhibitor agrees to abide by all rules as set forth by 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.

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.

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 students.
- Virtual Enterprises International, Inc. reserves 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 WiFi 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.



Using Labels to Identify Customers

Ask your customer to provide you with a label that identifies his/her school/firm and bank account number:

- One label would be used by customers who are making purchases for his/her firm
- One label would be used by customers who are making personal purchases.

Using Labels to Identify Yourself When Purchasing

- Buyers for Firms: Be sure that firm labels described below are only given to individuals who are authorized to purchase on behalf of the firm.
- Individual Buyers: All employees in the firm should also prepare labels that include the individual's name, firm, firm address, and employee bank account number. The purpose of these labels is to provide information about the customer. Employees must be sure they have sufficient funds in their checking accounts to cover their purchases.

FIRM BUYER'S LABEL	EMPLOYEE'S LABEL
JOHN STUDENT <i>Authorized purchaser for</i> Firm Name School Name Street Address of Firm City, State ZIP Bank Name /Firm's Account Number	JOHN STUDENT Firm Name School Name Street Address of Firm City, State ZIP Bank Name /Employee's Account Number

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.

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 made 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



Music

Exhibitors are to show respect for spectators and booth demonstrators by keeping the volume of music or other amplified sound to a minimum. Loud sounds are distractions and tend to disrupt participants and spectators. It is recommended that exhibitors use headsets when music or other amplified sounds is critical to booth presentation. VEI staff will enforce these limits.

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

VE has arranged blocks of rooms at the following hotels. Students, teachers, and guests have until mid-February to utilize the blocks at these hotels otherwise they will be released to the public. Schools are responsible for the payments of all hotel rooms. More hotels will be added to this list as opportunities arise. Please note that each hotel is unique and rooms vary in size. We recommend visiting the website prior to making arrangements.

*Shuttle service will be provided from the Holiday Inn Express and the Fairfield Marriott to the Brooklyn Cruise Terminal.

Holiday Inn Express

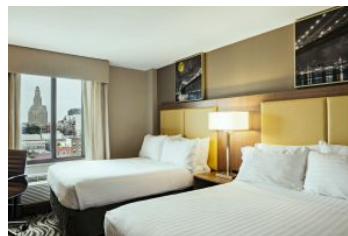


625 Union Street
Brooklyn, NY 11215

Rooms Available



King
\$169 + taxes and fees per night
Max. occupancy per room: 2 persons



Double/Doubles
\$169 + taxes and fees per night
Max. occupancy per room: 4 persons

Amenities: Complimentary Full Hot American Breakfast, Complimentary Wi-Fi throughout the entire hotel and guest rooms, In-Room Mini Fridges (Available Upon Request), 24 Hour Business Center, 10 minute walk to subway, 15 minute subway ride to Manhattan, Across the street to World Famous Dinosaur BBQ **Nearby**

Attractions: Barclay Center, Brooklyn Botanic Gardens, Brooklyn Bridge, Coney Island

Reservations: Please visit <https://veinternational.org/2019-ybs/visitor-resources/> to make your reservations.



HOTELS (cont.)

Fairfield Inn & Suites



181 3rd Ave.
Brooklyn, NY 11217

Rooms Available

King Standard Room

\$199 + taxes and fees per night

Maximum occupancy per room: 2 persons

Double Standard Room

\$209 + taxes and fees per night

Maximum occupancy per room: 4 persons

Amenities: Complimentary Hot Breakfast, Free High Speed Internet, Fitness Center, 10 minute walk to subway,
15 minute subway ride to Manhattan

Nearby Attractions: Barclay Center, Brooklyn Botanic Gardens, Brooklyn Bridge, Coney Island, Restaurants Walking Distance

Reservations: Please visit <https://veinternational.org/2019-ybs/visitor-resources/> to make your reservations.



EARN UP TO \$5,000 USING SOCIAL MEDIA

Youth Business Summit
April 15, 2019 – April 17, 2019
#2019YBS

How to Enter

- Upload photos and/or videos on Twitter and/or Instagram using #2019YBS during the 2019 Youth Business Summit. 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 #2019YBS 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.

#2019YBS

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 #2019YBS 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.

- #2019YBS 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
- #2019YBS 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 11:50 PM ET on Friday, April 19, 2019.

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, April 24, 2019
- 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!