



# Southern Region Competition and Exhibition

**February 5 & 6, 2026**

Nova Southeastern University  
3301 College Ave., Fort Lauderdale, Florida

## Event and Registration Overview

***Please read all materials carefully before registering for the event.***

Join us for the 2026 VEI Southern Region Competition and Exhibition in Fort Lauderdale, Florida! Who doesn't want to be in Florida in February? Fort Lauderdale has a ton to offer including the Everglades, beaches lining the coast of South Florida, professional hockey and basketball as well as tons of shopping and restaurants.

This is a great opportunity to experience a LIVE trade show and to compete in sales pitch and booth design competitions. Qualifying firms will also compete in National Event Competitions including Marketing, Finance and HR.

We can't wait to see you there!



**#VESouth**

[veinternational.org](http://veinternational.org)

# SCHEDULE IMPORTANT DATES & DEADLINES

## Date Information

- December 1, 2025** Site opens for Trade Show and National Competition Registration
- December 31, 2025** **Deadline for Regional Department Competitions**
- The **HR, Marketing, and Finance** competitions will be held on Thursday, February 5, 2026 at the Levan Center on the NOVA Campus for all **invited** firms. Invited firms will be notified by January 9th.
- January 6, 2026** Deadline for Trade Show Registration
- On-Site Competitions:**
- Booth Design
  - Sales Pitch
  - [Social Media Marketing Campaign](#) - Bring board to event
- January 9, 2026** Deadline for Payment of Trade Show Registration
- January 16, 2026** Deadline to Register and turn in Ethics Agreement and Photo Consent form for: <https://form.jotform.com/252184223706150>
- Business Plan Competition (Florida and firms competing for the wild card spots ).
  - Southern Region Championship Competition Participants from NC, SC, and TN.



## Important Information

Date	Information
December 1, 2025 to January 6th, 2026	Trade Show Booth Registration Open by using the Event Registration tile in the HUB
December 8, 2025 to January 16, 2026	<b>Register all participants: Students, facilitators, chaperones</b> <a href="https://form.jotform.com/252184390818159">https://form.jotform.com/252184390818159</a>
December 9, 2025 to January 16, 2026	JV Registration for Elevator Pitch <a href="https://form.jotform.com/243186155574159">https://form.jotform.com/243186155574159</a>
December 1, 2025 to December 31, 2025	Departmental Competitions: High School Only Human Resources: <a href="https://competitions.veinternational.org/2025-26-South-Human-Resources-Competition-Written-Submission">https://competitions.veinternational.org/2025-26-South-Human-Resources-Competition-Written-Submission</a> Finance: <a href="https://competitions.veinternational.org/2025-26-South-Finance-Competition-Written-Submission">https://competitions.veinternational.org/2025-26-South-Finance-Competition-Written-Submission</a> Marketing: <a href="https://competitions.veinternational.org/2025-26-South-Marketing-Competition-Written-Submission">https://competitions.veinternational.org/2025-26-South-Marketing-Competition-Written-Submission</a>

## Agenda for 2/5/26 will be sent out soon!

8:00 AM -4:00 PM Business Plan Competitions and Departmental Competitions

## Trade Show Agenda 2/6/26

Time	Information
8:00-9:00 am ET	Check in & TradeShow Set-up (University Center)
9:00-10:30 am ET	Southern Region Championship Presentations
10:30-10:45 am ET	Transition to TradeShow and Opening Bell
10:45-12:45 PM ET	TradeShow <ul style="list-style-type: none"> <li>• Booth Design</li> <li>• Sales Pitch</li> <li>• JV Elevator Pitches</li> </ul>
12:45-1:00 PM ET	Transition to Awards Ceremony
1:00-1:30 ET	Awards Presentation <ul style="list-style-type: none"> <li>• SR Promotion Week Awards (Social Media, Banner Ad, T-Shirt, Radio Commercial, E-Mail Campaign)</li> <li>• FL/TX State BP: 1st-3rd</li> <li>• Wild Card BP 2 Winners move on to YBS</li> <li>• Marketing, Finance, &amp; HR: Top 7 move on to YBS</li> <li>• Best Booth Design</li> <li>• Sales Pitch</li> <li>• JV Sales Pitch</li> <li>• Social Media Campaign</li> <li>• Southern Region Champion</li> </ul>

# REGISTRATION DETAILS

## Registration for event participation - Opens December 1, 2025

### Registration Fees

- \$40 per participant
- Includes lunch voucher on 2/6 and t-shirt

1. To register for the event, fill out the Registration Form by following this link: (opens 12/1)

<https://form.jotform.com/252184390818159>

## Registration and Payment Instructions for Trade Show Booth - Opens 12/1

### Booth Fees

- The price for a booth is \$300 w/o electricity
- \$350 w/ELECTRICITY
- Booth fee includes wifi
- Lunch Vouchers will be available for all registered participants on 2/6

To register for a booth and the event, sign into the Hub by going to [hub.veinternational.org](http://hub.veinternational.org).



- Click on Event Registration then select **2026 Southern Regional Conference and Exhibition**. Complete the Trade Show Registration form and select your booth.
- Once registration is completed, you will receive a confirmation and a quote.
- Within 5-7 business days, you will receive an invoice from VEI Accounting. Follow the directions in the invoice to make the payment.
- Submit the invoice to your accounts payable department requesting payment.
- Payment is due by January 9th. Please make sure to start this process as soon as possible.

## Cancellation Policy

Any cancellation of booth space must be sent in writing to Rochelle Stanfill at [rstanfill@veinternational.org](mailto:rstanfill@veinternational.org). No fee will be charged for any cancellation **BEFORE January 15, 2026**. The entire registration fee will be forfeited or charged for cancellations received **AFTER January 16, 2026**. Payments for booth space and registration fees need to be received on **January 31, 2026**. If the event is canceled beyond the organization's control (please see "Show Cancellation" clause below), further details will be provided on alternative experiences and competitions for students, schools, and partners as well as guidance on obtaining credit or refunds for booth fees and travel.

# CONFERENCE AND EXHIBITION GUIDELINES

## Booth Set-up

Set up will take place on February 6, 2026 from 8 am-9am. **No early birds!**

## Booth Specifications

- The booth is 10 ft wide and 10 ft deep.
- No pipe and drape is supplied
- A 6 foot table with 2 chairs will be provided.
- All displays, tables, chairs, etc. must fit within the confines of the booth and may NOT extend into the aisle.
- No part of the booth design may block the view from **side to side** of another booth.

## Booth Breakdown and Check Out Procedures

Booth breakdown may begin at **1:30 pm**. Dismantling of the booths may not occur before the end of the closing ceremony. Firms that initiate breakdown before 1:30 pm will be disqualified from all competitions. Plan for transportation accordingly. Under no circumstances can exhibitors dismantle displays before the scheduled time or your firm will be penalized 50% of your sales. Check-out procedures will be enforced. Crates and packing materials not required for the show must be removed immediately after setup. No exceptions!

Exhibitors should remove ALL trash from their booth and place EVERYTHING in trash bags.

## Exhibitor Considerations

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

- 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.
- 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.
- Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, painted surface or wall of the venue.
- 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 \$100.00 clean up/damage fee if tape is used or sticky materials are used.
- Exhibitors are to show respect for spectators and booth demonstrators by keeping the volume of music or other amplified sound to a minimum.
- Under **NO** circumstances are adhesive back decals to be given away.
- All booths must completely clean up their area before leaving and place all trash in garbage cans.

## Prohibited Items

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

- Power tools
- Self-stick decals
- Fog or haze machines
- Strobe lights
- Flashing lights
- Glitter or any items containing glitter
- Confetti (Including balloons with confetti inside)
- Silly string
- Popcorn machines

## Food and Beverage Policies

- NO outside food or beverages are permitted in the NSU University Center
- Lunch Vouchers will be provided for all registered participants on 2/6.
- Any food 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.
- No cooking is allowed in the booths.
- No home made food items are allowed

## Electrical Requirements and Wifi Information

Electric will only be provided for those booths marked with electric and paid for ahead of time. NSU Guest Wifi will be provided at no additional cost.

## Supervision

Be sure you have made arrangements to have your students supervised at all times. In addition, be sure you have signed parental permission forms for all activities in which your students are participating.

## Name Badges

- All participating students and guests MUST have identification badges visible at all times.
- You must supply the badge.
- The badges must include:
  - Participant's name
  - Firm name
  - School name
- 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 the Southern Region Virtual Enterprise acting on behalf of Virtual Enterprises International, Inc.

## 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 and vaping is not permitted on Nova Southeastern University campus.
- Exhibitors are required to keep their booth area neat and litter free.
- During the official trading day, participants must dress in accepted business attire or in a manner that compliments the exhibit booth theme.
- Disorderly conduct, profanity and running are expressly prohibited.
- Any inappropriate behavior is prohibited and is cause for immediate dismissal from conference activities.
- Coordinators must actively chaperone their "employees."

## Event Security

Although Virtual Enterprises International, Inc. 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, at the registration table. **Do not bring expensive personal belongings with you.**

## Selling and Processing Sales

You will be processing sales through the **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.

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 minimum amount of any sale on the US Network Bank Card is \$500.00 with the maximum sale at \$3,500. Customers will have different credit limits assigned to their credit cards.

**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 **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.

**Instructions for the Trade Exhibition Point of Sale System can be found by clicking [here](#)**

**Instructions 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 student 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 you will 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 \$50 to be fair to all firms. Also, remember that as a "Virtual" conference and exhibition, no sales of actual products are permitted. Firms will be responsible for their own winner announcements.

## **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.

## **Event 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 prorated share of the total amount paid by all exhibitors, less all cost expenses incurred by management in connection with the show.

# BE FEATURED ON VE'S SOCIAL MEDIA

#veinternational

## How to Enter

- Upload photos and/or videos on X and/or Instagram using #VE SOUTH during the SRC&E in Ft. Lauderdale. 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 #VESouth to be considered for entry.**

## #VESouth

A hashtag is a keyword or a phrase used to describe a topic or a theme. Using hashtags on X 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 X to find firms to connect with and see examples of what other firms are posting.

- Enter #VEInternational Instagram
  - Instagram now lets users follow hashtags to see them directly in their feeds. See how to follow hashtags here: [help.instagram.com/2003408499915301](https://help.instagram.com/2003408499915301)
- Enter #VEInternational on X

## How to be Featured

Top posts will be chosen by the VE Team to be featured on the VE's official social media. Posts will be featured during the following social media cycle.

## Examples of a Top Posts

- See examples of the previous features at <https://veinternational.org/blog/2025/06/16/2025-youth-business-summit-recap/>
- 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

