



Virtual  
Company  
Indonesia

International Business Simulation Network

# TRADE FAIR Guidelines

March 7<sup>th</sup>, 2018

Basket Ball Court (BBC)

HighScope Indonesia

Empowered by:



**HIGHSCOPE**  
INDONESIA

Member of:



**EUROPEN-PEN**  
international  
practice enterprises network

## Trade Fair Registration

- Each team should register the event by paying registration fee before February 21<sup>st</sup> by transferring virtual money Rp 1.500.000 to VCI Trade Fair Account a/c. 120002876.
- After the payment is received, team may book the booth number according to the layout in the Appendix.






## Time & Place

**Time: Wednesday - March 7, 2018**

**Place: Basketball Court - Building 1, Sekolah HighScope Indonesia**

Time	Activity
08.30 – 09.00	Event Registration
09.00 – 09.15	Opening
09.05 – 12.00	Trade Fair
12.00 – 13.00	Lunch (employee shift; booth must be guarded during Trade Fair)
13.00 – 13.30	Announcement of the result & Closing

## Award categories

 <p><b>Best Booth Design</b></p>	<ul style="list-style-type: none"> <li>• Every team should decorate their booth in the venue (Basketball Court – Building 1, HighScope) a day before the event (March 6, 2017).</li> <li>• Team can set up the booth start form 01.00 – 07.00 pm. We provide 1 table, 2 chairs, Booth Frame, and electricity. Please see details in the Appendix.</li> <li>• Team can bring additional materials needed to decorate the booth</li> </ul>
 <p><b>Best Salesmanship</b></p>	<ul style="list-style-type: none"> <li>• Every team will present their selling techniques in a professional manner during the Trade Fair.</li> <li>• Every team will be assessed during the Trade Fair. See rubrics in the Appendix.</li> </ul>
 <p><b>Best Catalog Design</b></p>	<ul style="list-style-type: none"> <li>• Every team will designs a catalog that consists of: company logo, pictures of product/service, product information, contact info, etc. For more details please read the rubric in the appendix.</li> <li>• Catalog design (pdf format) must be sent no later than February 28, 2018 to <a href="mailto:m.arianto@virtualcoindonesia.org">m.arianto@virtualcoindonesia.org</a>. See the rubrics on Appendix.</li> <li>• Every team should print at least 3 copies of the catalog for trade fair purpose.</li> </ul>
 <p><b>Best Website Design</b></p>	<ul style="list-style-type: none"> <li>• Company website must be finalized before February 28, 2018.</li> <li>• Team should send the active or the newest URL to <a href="mailto:m.arianto@virtualcoindonesia.org">m.arianto@virtualcoindonesia.org</a></li> </ul>
 <p><b>Best Video Advertising</b></p>	<ul style="list-style-type: none"> <li>• Duration of the video must be between 30 to 60 seconds.</li> <li>• Commercials must be original student work</li> <li>• Using any type of camera with a minimum resolution 800 x 600 px.</li> <li>• Video should not contain elements that are contrary to the law in Indonesia; SARA (Ethnicity, Religion, and RAS), violence, and pornography</li> </ul>

- Video should in MP4 or AVI format.
- Video must be uploaded to Youtube OR Cloud Storage (google drive, dropbox, weshare) and send the downloadable link to [m.arianto@virtualcoindonesia.org](mailto:m.arianto@virtualcoindonesia.org) no later than February 28, 2018.

## Need to be prepared for Trade Fair

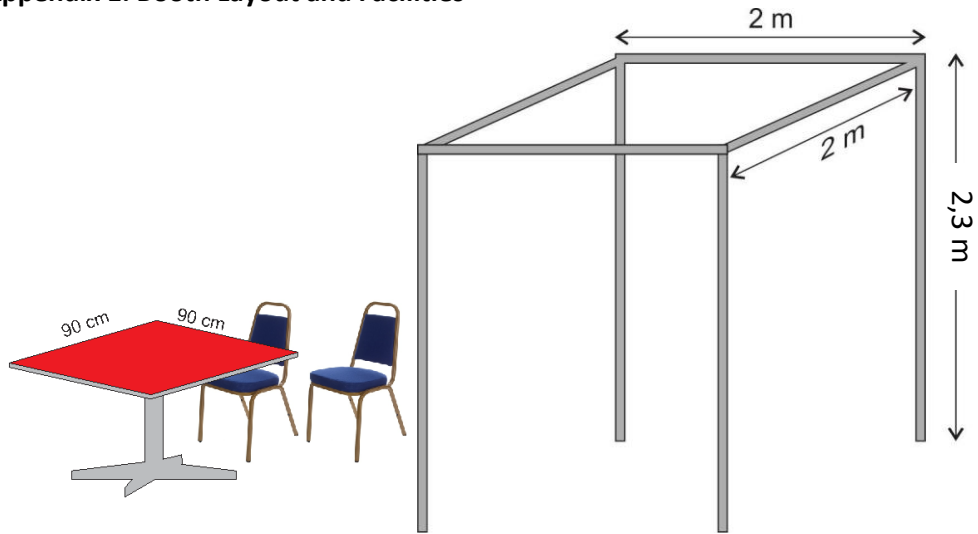
Category	Remarks
<b>Booth</b>	Every booth must show: banner, company name & Logo, product display, catalog, and flyers/Brochures. <b>Booth dimension: 2 x 2 meters.</b>
<b>Badges</b>	All participating student members MUST have identification badges visible at all times. The badges must include the participant's name, firm name, and school.
<b>Invoice/ Receipt</b>	<ul style="list-style-type: none"> <li>• Invoice/Receipt (provide company name, bank account &amp; PF Code). Please see the template on Attachment.</li> <li>• Soft copy of Trade Fair Card Sales (submit the total sales after Trade Fair). Please see the template on Attachment.</li> </ul>
<b>Dress Code</b>	All members should wear thematic dress based on the company theme or professional attire.
<b>Personnel</b>	Each company can bring 5 to 15 personnel.

## Trade Fair Transaction Method

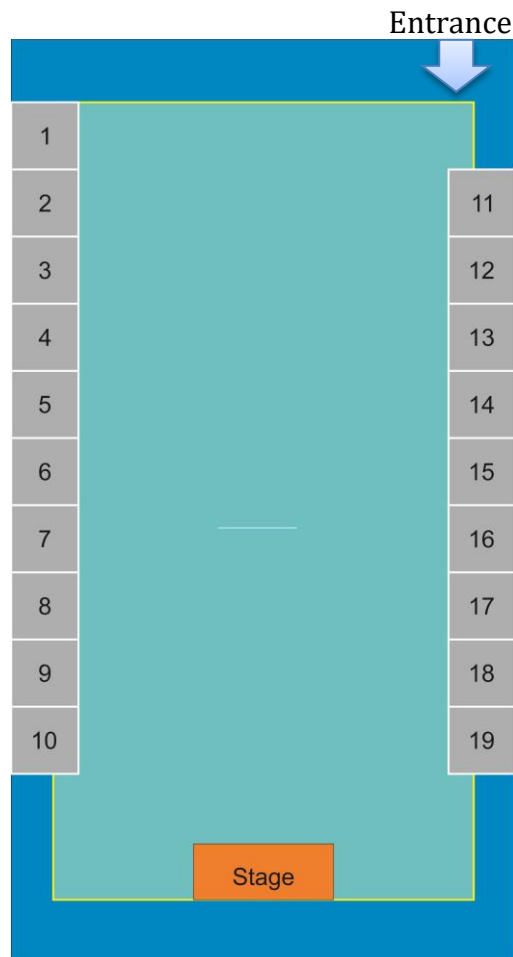
Transaction Method	Required information that needs to be noted on invoice
<b>Virtual Account (for VCI student or VCI company)</b>	<ul style="list-style-type: none"> <li>• Invoice number</li> <li>• Customer name</li> <li>• Company Name &amp; PF Code</li> <li>• Customer email &amp; contact number</li> <li>• Quantity of items sold</li> <li>• Amount of the sale</li> <li>• Customer signature</li> </ul> <p>Give the invoice to the customer &amp; keep a copy for your record</p>
<b>VCI Credit Card (for Guests)</b>	<ul style="list-style-type: none"> <li>• Invoice number</li> <li>• Customer name</li> <li>• Card Number &amp; Expiration date</li> <li>• Quantity of items sold</li> <li>• Amount of the sale</li> <li>• Customer signature</li> </ul> <p>○ Give the invoice to the customer &amp; keep a copy for your record</p> <p>○ Recap the total sales on the card sales table and send it to <a href="mailto:m.arianto@highscope.or.id">m.arianto@highscope.or.id</a>.</p>



### Appendix 1. Booth Layout and Facilities



Booth Facilities: 1 Table, 2 Chairs, Booth Frame



Trade Fair Booth Layout