



Virtual  
Company  
Indonesia

International Business Simulation Network

# TRADE FAIR

## 2026

# GUIDELINES



Member of the Nonprofit Association



Practice Enterprise Network  
**PEN WORLDWIDE**

empowered by:



Redea  
Institute

## Introduction

The Trade Fair is an annual event organized at the end of the program, in which all VCI members take part. All PE's will create their own booths to exhibit and promote the products of their virtual companies. During this event, participants will learn how to effectively promote and sell their products. They must prepare their own booths, banners, brochures, and materials, just as they would for a real commercial event.

Each team should register for the event by filling out the Registration Form The deadline for PE registration is on **March 6<sup>th</sup> 2026**.

In addition to the Trade Fair, VCI organizes a design competition that includes website design, catalog design, and advertisement video creation. Each team can submit their entries no later than **March 30<sup>th</sup>, 2026**. Details of each competition can be found in the description under the awards category. All competition winners will be announced at the end of the Trade Fair.

## How to Register VCI Trade Fair 2026

- Each team should follow these steps to register their company for the Tradefair:
  - **Register their company** and submit the list of employee names through the Google Form: <https://tinyurl.com/TradeFair2026REG>
  - **Book a booth number** by selecting your preferred booth number in the registration form. The booth numbers and venue layout are available in the Appendix section of this guideline.
- The registration deadline is **Monday, March 6<sup>th</sup> 2026**

## Time & Place

### Booth Preparation

Date : **Wednesday - April 8<sup>th</sup>, 2026**

Time : 10.00 - 19.00

Venue : Multi Purpose Court - EST Building, 6<sup>th</sup> Floor. Sekolah HighScope Indonesia

### MAIN EVENT

Date : **Thursday - April 9<sup>th</sup>, 2026**

Time : 08.30 - 13.30

Venue : Multi Purpose Court - EST Building, 6<sup>th</sup> Floor. Sekolah HighScope Indonesia

Time	Activity
08.30 – 09.00	Event Registration
09.00 – 09.15	Opening
09.15 – 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

## What need to be prepare for VCI Trade Fair 2026

Category	Remarks
Booth	Every booth must show: banner, company name & Logo, product display, catalog, and flyers/Brochures. <b>Booth dimension: 2 x 2 meters.</b>
Badges	All participating student members must have identification badges visible at all times. The badges must include the participant's name, firm name, and school.
Invoice/ Receipt	<ul style="list-style-type: none"> <li>• Invoice/Receipt (provide company name, bank account &amp; PF Code).</li> <li>• Soft copy of Trade Fair Card Sales (submit the total sales after Trade Fair). Please see the template on Attachment.</li> </ul>
Dress Code	All members should dress based on the company theme or professional attire.
Personnel	Each company can bring 5 to 20 personnel.

## A Glimpse of VCI Trade Fair 2025






# Digital Design Competition

## Categories

1. Catalogue
2. Website
3. Commercial Video

**Submission Material: March 30th, 2026.**

**Submission Link:** <https://tinyurl.com/TradeFair2026Submission>


 <p><b>Catalog Design</b></p>	<ul style="list-style-type: none"><li>• Every team will design a catalog that consists of: <b>company logo, pictures of product/service, product information, contact info, etc.</b> For more details please read the rubric in the VCI Portal.</li><li>• The Catalog design must be in pdf format.</li><li>• Every team should print at least 3 copies of the catalog for the trade fair purposes.</li></ul>
 <p><b>Website Design</b></p>	<ul style="list-style-type: none"><li>• Team should finalized and upload the most updated URL of the company website to the google form provided</li><li>• There should be a clear products or services pages that have been <b>linked to The PE Store Manager</b></li><li>• For detailed rubrics of the website, please access the VCI Portal.</li></ul>
 <p><b>Best Advertising Video</b></p>	<ul style="list-style-type: none"><li>• The duration of the video must be between <b>30 to 60 (max) seconds.</b></li><li>• Commercials must be original student work.</li><li>• Using any type of camera or technology.</li><li>• Video should not contain elements that are contrary to the law in Indonesia; SARA (Ethnicity, Religion, and RAS), violence, and pornography</li><li>• Video link should be submitted before the deadline</li></ul>

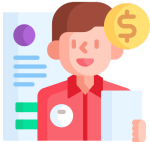

# Expo Competition (on site)

## Categories

1. Best Booth Design
2. Best Salesmanship
3. Best Selling Company

**Submission Material: None**

 <p><b>Best Booth Design</b></p>	<ul style="list-style-type: none"><li>• Every team should decorate their booth in the venue a day <b>before</b> the event (<b>April 8<sup>th</sup>, 2026</b>).</li><li>• <b>The team can set up the booth from 10.00 – 19.00.</b> We will provide 1 table, 2 chairs, Booth Frame, and electricity. Please see details in the Appendix. If there are any changes to the schedule, it will be announced.</li><li>• The 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 <b>selling techniques</b> in a professional manner during the Trade Fair.</li> <li>• See the scoring rubrics provided for best salesmanship award on VCI Portal.</li> <li>• Every team will be assessed during the Trade Fair by the judges which won't be noticed.</li> </ul>
 <p><b>Best Selling Product</b></p>	<ul style="list-style-type: none"> <li>• The award will be given to the company who has the most transaction amount. <b>Not the revenue</b></li> <li>• Every PE <b>transaction</b> will be counted with the transaction duration between 9:15 - 12:00 on the Trade Fair Day, and the winner of the awards will be based on the amount of the transaction.</li> <li>• The only transaction that will be counted is the transaction method via <b>credit card</b></li> </ul>

We are pleased to recognize excellence across all the Practice Enterprises. The Award winners will be announced during our Trade Fair. In each category, we will honor five outstanding PE's: three will receive the Silver Award for their commendable work, and our top two performers will be presented with the Gold Award.

## Sales Transaction at VCI Trade Fair



All sales transactions in VCI Trade Fair using **Trade Fair POS (Point-of-sales)**.

Trade Fair POS is a feature that can be accessed on VCI Portal ([id.penworldwide.org](http://id.penworldwide.org)) for students with a trade fair booth to easily process trade fair sales payments.

- Trade Fair POS can be used **on a mobile phone, a tablet or a laptop** with a WiFi or mobile internet connection.
- Each company is required to set up a Trade Fair POS before conducting sales at the Trade Fair. The Set Up items are:
  - Sales Representatives
  - Product articles and their prices (via store manager)
- Each company is encouraged to simulate sales transactions for each type of customer to become familiar with the process during the Trade Fair.

Type of Customer	Payment Method	Information need to be input on POS
Guests	VCI Credit Card	<ul style="list-style-type: none"> <li>• Card Number</li> <li>• Expiry Date (month/ year)</li> <li>• Name (optional)</li> </ul>
Other Company	VCI Credit Card* <i>(every company will be provided 1 credit card during Trade Fair)</i>	<ul style="list-style-type: none"> <li>• Card Number</li> <li>• Expiry Date (month/ year)</li> <li>• Name of Company</li> </ul>
Other Employees (Students)	Purchase on account	<ul style="list-style-type: none"> <li>• Customer Name</li> <li>• Delivery Date</li> </ul>

\*The VCI credit card for company is strictly prohibited from being used for transactions within the cardholder's own company

Learn more about Trade Fair Transaction Method in Trade Fair POS section on the Portal →

<https://id.penworldwide.org/tradefairpos/d503367c-257f-4cc1-a9a4-d1bdd40108af/userguide/>

### Sample of VCI Credit Card



### Appendix 1. Booth Layout and Facilities



Booth Facilities: 1 Table, 2 Chairs, Booth Frame

### Appendix 2. Venue Layout

