

# Tradeshow

## Frequently Asked Questions (FAQ's)

**When can I set up and take down my display?**



**A:** Students can set up between check-in and 11:45 AM when the Tradeshow begins. Take down can begin immediately after the Tradeshow voting concludes. The awards ceremony begins at 3:00 PM and items can remain stored in the Ballroom until after the award ceremony concludes.

**Where and what time is the Tradeshow?**



**A:** The Tradeshow is open to the public and will take place in the K-State Student Union Ballroom from 11:45 AM - 1:45 PM

**Can you tell me about the display area?**



**A:** Each display will include a 6 ft long table. No tablecloth is provided; however, electricity can be made available upon request but is not guaranteed. All business display items must fit on the table.

**What are the awards?**



**A:** The Tradeshow prizes are

1st Place: \$1,000

2nd Place: \$750

3rd Place: \$500

4th Place: \$250

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**Will there be outlets available for my display?**



**A:** Electricity is limited, feel free to bring an extension cord to allow for power flexibility. We will designate specific tables that will have power access.

**Can I sell my products?**



**A:** No, Kansas State University's policy (PPM Chapter 8580) restricts commercial sale or solicitation on university-affiliated, state-owned property. Sales of product are not permitted.

**Can I hand out free samples?**



**A:** Yes, product samples may be distributed to the public; however, food items are not permitted to be distributed during the event.

*For food-based businesses:* Examples, prototypes, pre-packaged items and mock-ups are encouraged but samples are **not permitted** to be given out, due to the rare chance of a foodborne illness transferred to a patron.

**What should I expect at the Tradeshow?**



**A:** K-State students, faculty and staff along with other members of the community will be browsing through the KEC Tradeshow. This is a great time to share your elevator pitch and show-off your business! Each person browsing will receive coins to vote for their favorite businesses.

# Mock Board Room

## Frequently Asked Questions (FAQ's)

**How long do I have in the Mock Board Room?**



**A:** 10 minutes will be permitted for Mock Board Rooms.

**How many judges will be scoring each business?**



**A:** 2 judges per Mock Board Room.

**How many Mock Board Rooms will I have during KEC?**



**A:** Each business will have the opportunity to participate in 3 Mock Board Rooms.

**When will I receive my Mock Board Room Questions?**



**A:** Students can expect to receive their 3 questions on Tuesday, April 15th via the email they signed up with in VentureDash.

**What information will the judges receive about my company beforehand?**



**A:** Judges will have already viewed your Executive Summary prior to the Mock Board Room session and will know the questions you have received.

**Are the Mock Board Rooms open to the public?**



**A:** Mock Board Rooms are not open to the public.

# Mock Board Room

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### How should I spend my time in the Mock Board Room?



**A:** We suggest you use your time in the Mock Board Room like this:

- Spend the first couple of minutes providing a review/overview of your business
- Don't forget to address the 3 questions you were given ahead of time
- Leave a few minutes at the end of your presentation to answer any clarifying questions from the judges

Example 1: Sally spends the first 2 minutes of her Mock Board Room giving her elevator pitch about her bakery. After completing her pitch, she restates her questions along with her answers and leaves the remaining 3 minutes for the judges to ask clarifying questions.

Example 2: Ted spends the first 6 minutes of his Mock Board Room giving an overview of his business and incorporating the answers to the questions he was provided into the overview. He then leaves the remaining 4 minutes for judges to ask clarifying questions.

Though we have a suggested timeline, this is your time to shine. You can use the time however you like, but make sure to address each question! Be memorable!

### May I bring extra items into the Mock Board Room to assist in my presentation?



**A:** Yes, you are permitted to bring props, handouts, or prototypes. Digital media, such as PowerPoint or Google Slides are not permitted as technology is not available in all rooms.

### What should I wear?



**A:** Business casual attire or business representative clothing that includes your logo or business name.