

# Best Practices for Career Expo Vendors

You are invited to showcase your business and industry at the 4<sup>th</sup> annual 10th Grade Career Expo. This event provides an opportunity for you to directly impact the career paths of over 400 area students. Whether you are new to career fairs or a seasoned pro, here are a few tips to help maximize your experience and make the most of your time out-of-office.



## Planning for the Event

**Arrive early.** If you've attended an event like this before, you know that things don't always go according to plan. Be sure to arrive early to give yourself plenty of time to find your space, unload and get set up. If you are still setting up when the students arrive, it could deter them from talking with you.

**Prepare A Hands-On Interactive Display.** You do need to have some type of display that lets students know what it is you do and engages them in a hands-on interactive way.

**Have promotional materials printed.** It is a good idea to provide some kind of promotional material to help students become more familiar with your company and corporate culture. This may be a one-page handout, brochure or something more creative to get the word out. Make sure the materials will appeal to teenagers.

**Consider giveaways that entice students to stop by your booth.** Sometimes you need a little something "extra" to attract students to your booth and get them engaged with your exhibit. The giveaway or gimmick doesn't have to be big or elaborate. Use your imagination!

**Extroverts needed!** Choose your booth staff carefully and be sure they know how to engage with high school students.

## At the Event

**Be Visible.** Stand in front of or to the side of your booth/table. Career Expos can be intimidating to students so the goal is to be as inviting as possible. Avoid sitting behind your table by standing in front of or beside your booth, and be sure to smile and say hello to those who pass by.

**Quiz students about their interests.** It involves them in the conversation and it tells you which direction to go with your discussion, be it informational, commercial, or somewhere in between.

**Play to the Crowd.** If you can demonstrate something related to your organization (such as a product or service) or display the results of a successful project or activity, bring it for show and tell. Better yet, allow students to participate in some way, perhaps by trying out what you are promoting.

**Consider props** – social media is the craze! Add photo props and encourage students to take pictures wearing fun or career specific items

## After the Event

**Clean up your own area.** Put yourself in the shoes of the staff for a large-scale event or venue, and make sure any leftover materials go with you and litter or debris makes it into the trash.

**Complete Survey.** Please complete the exhibitors survey and leave it on your table.