



# Exhibiting at the Education & Career Fairs

## *Tips on Preparing for the Fairs and How to Market Your Organization at the Fairs*

Whether you are a first time exhibitor or a returning exhibitor with new staff members not familiar with the Education & Career Fairs, the following information will help guide you through tips on how to prepare as an exhibitor for the Fairs and how to market your organization at the Fairs.

### Before the Education & Career Fairs

#### Registration

- Look online: [www.educationcareerfairs.com/exhibitors](http://www.educationcareerfairs.com/exhibitors) to find the floor plans for the Fairs.
- Select booth space. Contact the ECF Office to find out if your selected booth spaces are available.
- Complete exhibit space application & contract and fax back to the ECF Office at 604-276-9142.
- Ensure that your organization's name that you would like to be listed on the website and the Fair Guides are included on the contract. This will be the exact name of how it will appear on the website and Fair Guides.
- Purchase a website link. If you are marketing heavily through your website, this is an option that you do not want to miss out on. Thousands of career explorers visit our website for information about the Fairs all year long. Visitors are able to click through to your website on the Exhibitors Listings to find out more information about your organization. This link is applicable to only the Fairs your organization is participating in.
- Consider your booth selections. Corner booths are strategically used and designed to market an organization, as it is usually one of the first booths seen by participants as they are walking up and down the aisles. If you are a Tourism-related or Trades & Technology-related organization, position yourself in the industry pavilions at any of the four Fairs. These pavilions have signage and are indicated in particular on the Fair Guides. There are also pavilions for USA/International exhibitors and Ontario Universities & Colleges at the Vancouver and Okanagan Fairs.

#### Promotional Material & Exhibit Ideas

- Plan your promotional strategy by asking some of the following questions:
  - What promotional material can I provide that will give students and adults the most up-to-date information on my organization?
  - What marketing objectives am I trying to achieve?
  - How much promotional material should I be preparing? (For this, use past history from your organization's participation at the Fairs if possible)
  - What are some innovative ways I can differentiate my organization from the others?
  - What is my budget?

**ECF Event Team**

**Email: [fairs@theplanner.net](mailto:fairs@theplanner.net)**

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- ❑ Promotional handouts – it is always beneficial to have participants be given pamphlets, brochures, and miscellaneous handouts from your organization, but you also need to consider if that is the most effective way. With the latest gizmos and gadgets, it may be more beneficial to have your website engraved or printed on pens, lanyards, water bottles, bags, etc that are useable items for the participants and will have a constant reminder of your organization.
- ❑ Remember that creativity is key! Since there are anywhere between 90 – 160 exhibitors at each of the Fairs, it is important to stand out amongst the others. Design a creative exhibit that will maximize your booth space and grab a participant's attention. Use pop-up displays, magazine racks, brochure or pamphlet holders, and any other types of equipment to would make your promotional material stand out.
- ❑ Interactivity – Participants are drawn to interactive booths.
  - If you are an esthetics school, give a free demonstration on make-up application or hair design.
  - If you are promoting a career in trades, show a video of a specific trade or have a trades spokesperson come out and demonstrate some of his/her equipment used.
  - Bring in mannequins for fashion design and have students working on their designs.
  - For computing science or engineering, bring in projects or models that a typical career would involve in creating.
  - Note: All demonstrations need to be approved by Show Management 30 days prior to the Fair. Please email: [fairs@theplanner.net](mailto:fairs@theplanner.net) on your demonstration and equipments used for the demonstration.
- ❑ Contests – Hold a contest at your booth that will allow students to enter to win a free sweatshirt from your organization, iPod, or other promotional material with your organization's logo/name/website on it. This will allow you to gather informational leads.
  - Note: All contests need to be approved by Show Management 30 days prior to the Fair. Please email: [fairs@theplanner.net](mailto:fairs@theplanner.net) on your contest draw. Draws should not involve additional commitment beyond the student entering his/her contact information (i.e. "You can only win this iPod if you register for my college/university").
  - All contest entry forms should be compliant to the Canadian Privacy Act. The entry forms should have an opt-out clause/checkbox for participants to opt-out of receiving information. Forms should also include the clause that the participant's information will not be sent to third-party contacts without the person's consent.

### Logistics Planning

- ❑ Have you read the Exhibitor Manual posted on [www.educationcareerfairs.com/exhibitors](http://www.educationcareerfairs.com/exhibitors)? If not, make sure to read it for each Fairs' move-in schedule, shipping instructions, and most importantly, rules and regulations set forth by the venue and Show Management. You do not want to end up being in violation of a rule and incurring extra costs! This information is updated each year, so pay careful attention to the information provided. The manual is not mailed out.
- ❑ Make sure when planning your travel arrangements, you factor in transfer time from the airport/ferry terminal/bus depot to the venue. Also, please note down the exhibitor move-in and move-out hours when making travel arrangements. If you are unsure about move-in and move-out times, please contact [fairs@theplanner.net](mailto:fairs@theplanner.net).

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- ❑ How are you shipping your materials to the Fairs? There are three options of shipping the materials:
  - Use Goodkey Show Services Material Handling – this is a highly recommended way of shipping. It ensures that your shipments will arrive at the Fair on the setup evening. Goodkey can also ship materials from one Fair to the next Fair. This option also allows you to ship your shipments in advance. Goodkey will deliver them directly to your booths on setup day.
  - Use a courier company (i.e. FedEx, UPS) – please be aware that if you are using a courier company, packages will only be received on the day of setup at the Fair. Any packages arriving earlier than on the day of setup of the Fair will be turned back. There will be an area that all courier packages will be stored. You will be responsible for moving all packages to your booth.
  - Bring them yourself. Please read the exhibitor manual online at [www.educationcareerfairs.com/exhibitors](http://www.educationcareerfairs.com/exhibitors) to find out how to access loading bays to move-in your materials during exhibitor move-in.
  
- ❑ Have you ordered additional equipment for your booth? Consider the following:
  - **Extra tables and chairs** – Each booth includes one 6 foot table and two chairs. Any additional equipment can be ordered through Goodkey Show Services, ECF's official show services supplier.
  - **Carpet** – The Fraser Valley & Vancouver Fairs are not carpeted. The Okanagan foyer is not carpeted. Additional carpets can be rented through Goodkey Show Services.
  - **Electrical power** – Power is not included in the Exhibit Booth. You can order electricity through the venue at each Fair prior to the Fair or on setup night. It is beneficial to pre-order in advance, as the venues will charge extra for ordering at the event.
  - **Internet** – Please order your Internet in advance. Internet can be ordered wired or wireless.
  - **Audio-visuals** – Having audio visuals such as TVs and LCD projectors showing power point slides or videos are always unique ways to grab a participant's attention. You can order all AV equipment through the AV supplier at each of the Fairs as noted in the Exhibitor Manual.
  - **Lunches** – Since lunch times are normally a busy time for the Fairs, you and your staff may not have the time to go to a restaurant or store and buy lunch. The best is to order lunches ahead of time at our venues (except Vancouver, where this service is not available). Pre-ordered lunches will be delivered to your booth.
  - **Customs** – Are you an international exhibitor and have to ship materials? You will need to download the Canada Border Services Agency letter we have arranged for international exhibitors for customs. You can find that within each of the Fair's Exhibitor Manual.
  - **Order forms can be downloaded from the exhibitor manuals for each Fair at [www.educationcareerfairs.com/exhibitors](http://www.educationcareerfairs.com/exhibitors) .**  
Note: each Fair uses different suppliers, so you should read each Fair's exhibitor manuals.
  
- ❑ Receipts / confirmations for orders - It is always beneficial to provide your onsite staff with a receipt of the additional equipment ordered. We always have inquiries from exhibitors stating that their office ordered Internet or power, but upon event day realized that the paperwork was not submitted properly or payment had not been received. The best way to plan is to have your onsite staff provide a receipt at the setup of the Fair to avoid any confusion.

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## Tips on Preparing for the Fairs and How to Market Your Organization at the Fairs

- ❑ Advertise within our official Fair Guides to drive traffic to your booth. Fair Guides are produced in each region of the Fair and distributed to neighbouring communities the week prior to the Fair and onsite at the Fair.
  - Fraser Valley Fair Guide - The Abbotsford News
  - Vancouver Island Fair Guide - Black Press Victoria News
  - Vancouver Fair Guide - Vancouver Courier
  - Okanagan Fair Guide - The Capital News (Kelowna)

For more information on advertising in the Fair Guides, you can download the Rate Sheets for each of the above Fair Guides from the exhibitor manuals at [www.educationcareerfairs.com/exhibitors](http://www.educationcareerfairs.com/exhibitors).

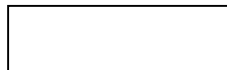
If you are currently using other advertising mediums, include a sentence about being present at the upcoming Education & Career Fairs and what your booth number is “Visit us at the Vancouver Island Education & Career Fair, booth #303”. This will also direct people to find out where they can meet your representatives face to face and get more information about your organization.

## During the Education & Career Fairs

### Exhibit Booth Design

- ❑ Your booth display is not static! Even though the table and two chairs are provided to you within a certain way at your booth, this does not mean you cannot move it. Make the most out of your booth. Remember to make your booth interactive and welcoming to participants. Here are a couple of booth ideas that you could use to make it interactive.

- Move your table against the side.



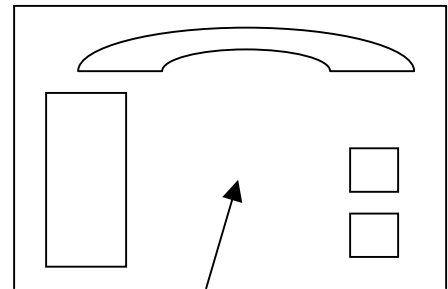
Have your pop-up display and posters at the back.



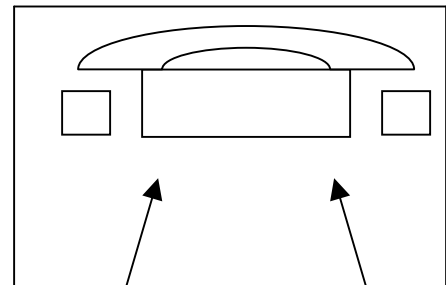
Put your two chairs on the opposite side.



Participants can then walk right into your booth and talk with your representatives or receive handouts.



- Move your table up to the back of your booth. Have your pop up display right behind the table or on top of the table. Put your chairs up next to the tables (or put them at the side of the booth). Participants can then walk right into your booth and talk with your representatives or receive handouts. This example maximizes booth space.



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### Promotional Giveaways

- ❑ Here are a few tips on proper use of giveaway items at the Education & Career Fairs:
  - Never leave giveaway items on the table so they can be easily snatched and grabbed.
  - Always hand the giveaway items to attendees who have purposefully paid a visit to your booth.
  - Record the distribution of promotional items to measure the effectiveness of the item for re-assessment and re-ordering of items for the following year.

### Tradeshow Staffing

- ❑ Tradeshow booths should be staffed with people who are knowledgeable in their organization, customer oriented, energetic, and committed.
- ❑ Conduct a brief orientation and training session prior to the tradeshow to ensure that all information being promoted to the participants are current and fresh.
- ❑ Staff should evoke the principles of “boothmanship”:
  - Boothmanship refers to conduct of staff working in the booth. A general rule of thumb is “if you wouldn’t do it in your client’s office, then don’t do it in the exhibit area.”
  - Never sit, talk on a cell phone, or surf the Internet instead of staffing your booth. You need to approach participants walking up to your booth and introduce them to your organization. Be proactive!
  - Never leave the booth empty.
  - Never pack-up or dismantle the booth until the show is officially closed. This is disrespectful to exhibitors around you, as well as violates the rules and regulations set forth in the Exhibitor Manual.
  - Wear comfortable shoes and professional business attire or a uniform.
  - Do not spend the whole time networking or mingling with other exhibitors instead of staffing your booth. You could miss out on some excellent leads!

### Onsite Problems / Questions / Concerns

- ❑ If there is a problem onsite at the Fairs, please visit the Education & Career Fairs Exhibitor Info counter and speak with an ECF staff. This booth is designated on the onsite floor plan near the entrance of each Fair.
- ❑ If you are missing the basic 6 foot table and 2 chairs upon your arrival at your booth at the Fairs, please see a Goodkey Show Services representative at the Goodkey counter, next to the Exhibitor Info counter. Please see Goodkey ASAP to rectify the situation.
- ❑ If you are missing power or any additional equipment you had ordered, please speak with an ECF staff member at the Exhibitor Info booth. They will contact the appropriate person to be sent to your booth to address your problem.
- ❑ Please feel free to email [fairs@theplanner.net](mailto:fairs@theplanner.net) or call 604-276-7471 to discuss any other problems, questions or concerns you may have.

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