

HELPFUL HINTS

FOR CAREER DAY EXHIBITORS



DYNAMIC DISPLAYS

TV screens, computers and iPads are all attention grabbers. If you walk around showing your website to students on an iPad, you will most likely attract others who are curious. TV screens playing interesting videos will also bring students to your booth, allowing you to open the door for conversation.

PRE-MADE INSTRUCTOR BAGS

If you have additional information for instructors, it's nice to have pre-made instructor packs behind the table. Ours included pre-made packs of trading cards, posters, collateral order forms, catalogs, industry magazines, pens and carpentry pencils.

DIVERSITY IN COLLATERAL

Interesting displays are key to drawing attention from young groups. Make sure to have an inviting atmosphere with engaging pieces displayed to encourage students to come and interact with your booth.

TRINKETS & GIVE-A-WAYS

Free stuff always gets attention. Be sure to have a few cool (branded) items for students and teachers to take home. Construction craft trading cards, pens and pencils, posters, t-shirts, key chain flashlights and silicone bracelets are just a few of the many things that will attract visitors.

SOCIAL MEDIA

Students may be allowed to have their phones at the event. If so, encourage them to follow you on social media. Consider having a few special trinkets (lunchboxes, sling bags, water bottles) to give them if they follow your account right there. If they do not have smart phones, make sure to tell them to visit the sites when they get home.

EXTRA BAGS

If you have a lot of print material or trinkets, be sure to have at least a few extra branded bags behind the booth. They are helpful for handing out customized packets of collateral quickly.

