

Checklist for Exhibitors

Use the handy list below to prepare your exhibit at the Expo.

- Prepare your logo and a description of your company for our website.
The online registration will ask you for a short description of your company and your web-ready logos.
- Decide and plan on providing takeaways as bag stuffers or at your exhibit.
All exhibitors have the opportunity to provide small promotional item in attendee registration bags. We encourage useful promotional items, tools, or media rather than paper brochures/flyers. You must provide enough quantity for all registrants (approximately 1,000). Please contact Nadia Compton for details and shipment information.
- Promote that you are exhibiting at the 2016 College & Career Expo by downloading our Marketing Toolkit banners and logos.
Place the personalized banners and logos on to your website, in your emails and on social media. Promoting our event promotes you!
- Determine whether you will need a canopy and/or table cloth.
You will have the option to request a canopy during the online registration. It will increase your cost, even with the early bird registration. We highly encourage canopy-use as the event is to be outdoors. You may request use of a table cloth for no charge.
- Determine whether you will need electricity.
You will have the option to request electricity on your registration. Electricity is limited and will be assigned on a first come, first serve basis. There will be no charge for electricity requests.

CONGRATS! YOU ARE READY TO REGISTER.

- Register for the 2016 College & Career Expo.
All exhibitors must pre-register for the Expo.
- Submit payment for your booth package by March 1, 2016.
Previous booth selections will be returned to the open selection of booths if payment has not been received by March 15, 2016.
- Review Cancellation Policy.
Exhibitor cancellation made prior to February 15, 2016 will result in a loss of \$50 (cancellation fee). Cancellations made after February 15, 2016, but prior to March 15, 2016, will result in a loss of 50% of total payment. **NO REFUNDS WILL BE MADE AFTER March 15, 2016.** Any applicant who fails to show and setup during the prescribed exhibit hall set-up hours agrees that their exhibit space and any amount paid shall be retained by the NorCal STEM Education Foundation.