

Make your Exhibit Stand OUT!

At the College & Career Expo, there are a multitude of exhibitors from all kinds of companies. The NorCal STEM Education Foundation encourages STEM-based companies and organizations to attend; however, the event accepts everyone. The reason that the Foundation has developed the event in this way is because the Expo runs in tandem with the Synopsys Sacramento Regional STEM Fair. This Fair is a 12-county regional competitive fair for students to participate in from grades 6-12. These students are encouraged to pursue a STEM career pathway through the Fair program – but the Foundation wants to allow students the opportunity to look into any career pathway. Allowing students the opportunity to gain information about regional companies that they could potentially one day work for is a goal of the Foundation in organizing the Expo.

While many students may already be dead set to enter the STEM workforce when they are of age, many have yet to make up their minds – and that is where an interesting and engaging exhibit will assist you!

Let's begin with the basics!

1. Staff the right Energy

Make your exhibit inviting by selecting the right staff to host it. Remember, many of your visitors during the Expo will be middle and high school students and their families who are interested in internships, summer jobs and making connections.

2. Have a takeaway that reminds the visitor of your interaction together

The value of your free gift whether it's a white paper, e-book, free access to a paid service, etc will not only help you collect more prospects for your email list; it will build trust with those most interested in your offering.

3. Make your Marketing Clear

Ensure that all of your marketing materials share a cohesive message through their imagery and storytelling. Your stand is the Museum of Your Company – act like it. Curate everything with care and thoughtfulness.

4. Demonstrations are KEY

Appealing activities get the biggest draw, and if there's a way to highlight your product or service in a hands-on, engaging way, it's time to explore it.

5. Make Something Move

Movement attracts people's eyes and captures their curiosity. Whether you're tossing something in the air and catching it, or you have some moving signage, put in a little effort into creating some activity in your space.

6. Follow Up – Bring a sign-up sheet!

Have an effective follow-up plan in place. If you've been able to successfully collect contacts from people it's because they want to be contacted. This is the pay-off period, no time to waffle.