

Exhibitor Guidelines

SCHEDULE OF EVENTS

Exhibit Set-Up: Thursday, September 28. Please contact your Michigan Works! Representative for the **Move In/Move Out Schedule** & Vehicle Display rules for your industry's specific set up time.

MiCareerQuest Middle Michigan: Friday, September 29 (7:30am – 3:00pm). Exhibitors must leave their display intact and staffed from 7:30am – 3:00pm.

COMPANY PROMOTION & SIGNAGE

The mission of MiCareerQuest Middle Michigan is to promote occupations available in the region, as opposed to individual companies; company banners and table skirting are not allowed. Each exhibit will receive a standard identification sign with the occupation(s) and the name(s) and logo(s) of the participating employers. Handouts and promotional items for distribution are not permitted within the exhibit hall as this is a paperless event. The only exception will be items that are a necessary part of your interactive exhibit.

Remember

- This event is a hands-on interactive event for 10th grade students from 11 counties.
- Occupations focus is on Advanced Manufacturing, Construction, Agri-Business, Health Sciences and IT.
- This is a paperless event. Please bring a one-page 8"x11" flyer promoting the occupations available at your company. We will provide an 8"x11" standing sign holder at your exhibit location.
- This is a MICQMM branded event. No tents, signs, tablecloth, or other company logos can be displayed other than the one-page 8"x11" company information with QR code. You and your team may wear logo wear. You may have logos on the prizes you give away to students in your interactive exhibit.
- This year's event is being live-streamed for parents. Arm your team with short, motivating explanations of your activity and featured occupations.

Signage beyond what is provided (see above) must be approved; please contact your Michigan Works! Representative.

Please note that balloons are not allowed at the event venue.

CONTACTS (PRIOR TO MOVE-IN DAY)

Pam O'Laughlin, Chief Operations Officer

Michigan Works! Region 7B
poloughlin@michworks4u.org | (989) 205-4560

Amy J. Ames, Business Services Team Leader

Great Lakes Bay Michigan Works!
amesa@michiganworks.com | (989) 280-4133

micareerquestmm.com

DRESS CODE

Exhibitors representing their trade should come dressed as they would on the job. They will receive a MiCareerQuest Middle Michigan ID badge so that they can easily be identified as an exhibitor. Wearing apparel with your company logo is permissible and encouraged.

Volunteers not directly assisting with an exhibit must wear a blue MiCareerQuest Middle Michigan t-shirt. Note: If you did not receive your MiCareerQuest Middle Michigan t-shirt prior to the event, you may pick it up on September 29 at the Volunteer Check-In.

Comfortable Shoes: Don't forget that you'll be working long hours on your feet and to dress accordingly. You can dress professionally and still be comfortable if you keep a few things in mind:

- Your shoes will make or break your comfort when you're on your feet for hours. Women should avoid high heels as well as sandals; toe and foot injuries are common in areas where there is a lot of wiring for dozens of exhibits.
- Avoid wearing new shoes or you may wind up having aching, blistered feet by the end of the day.
- The Exhibit Hall floor is made up of covered wood and concrete. The harder the floor, the more comfortable your shoes will need to be.

PARKING

Use Lot E with overflow in Lot D near Ryder Center. Exhibitor staff arriving later in the day after event has started should use LOT R. The loading area will be for loading and unloading only with all vehicles then moving to the nearby lot when emptied.

Parking Lot map will be distributed to all employers and questions can be directed to your Michigan Works! Representative.

WIFI ACCESS

WiFi access will be available to employers on September 29. You will receive a password that day from the Michigan Works! staff on-site.

EVENT STAFF

Runners: Two runners will be assigned to each industry quadrant from 8:30AM – 2:30PM. They will be available throughout the day to answer any questions or provide assistance to exhibitors and volunteers unable to move away from their station.

Steering Committee: Each industry has been assigned a dedicated Michigan Works! Representative who will be available throughout the event to assist and answer questions of exhibitors and volunteers within their quadrant.

Both runners and steering committee members will be easily identified by their MiCareerQuest Middle Michigan logo shirt.

DINING

Lunch will be available in a designated exhibitor/volunteer/VIP area on the second floor of the SVSU Field House.

STUDENT TALKING POINTS:

The following are a few best practices to engage the students as they walk through your exhibit.

1. Welcome students to exhibit with enthusiasm and energy!
2. Explain your job, your role in the job, and your education (on-the-job training, trade school, college, etc.).
3. Engage students in a hands-on activity.
4. Talk to students about the tools and technology you use.
5. Tell students what a day at work is like for you.
6. Let students know if you have a USDOL Apprenticeship

Sample Questions:

1. Do you have family or friends who work in _____?
2. Are you considering a career in _____? What seems interesting?
3. What do you think you wouldn't like about this job? (Dispel any myths)

SAFETY:

Exhibitors and volunteers can help event and security staff by being an extra set of eyes and ears on the floor during the event. SVSU Ryder Center security and Law Enforcement will be present throughout the event to assist with any security needs. You are encouraged to notify SVSU Ryder Center security, Law Enforcement, or MiCareerQuest Middle Michigan personnel if you notice something suspicious or concerning.

All exhibitors, volunteers, and students will be clearly identified:

- **Students and chaperones** will be wearing a MiCareerQuest Middle Michigan lanyard.
- **Exhibitors** will be dressed in their occupational clothing and will wear a MiCareerQuest Middle Michigan **badge**.
- **Volunteers** will wear a MiCareerQuest Middle Michigan t-shirt and lanyard.
- **Guests** - A limited number of individuals that are *not* volunteering or working with an exhibitor will be registering for a guided tour of the exhibits on September 29. Guests will need to check in at the Volunteer Desk upon arrival and will wear a pre-printed "Guest" badge so they are clearly identified. Tours will be led by trained volunteers and Michigan Works! staff.
- **Basic First Aid station** available in the south east corner located in the Agri-Business sector.

STAY HYDRATED!

It will be important to drink water throughout the day. Bottled water will be provided. If you need additional water throughout the event, please ask a runner for an additional supply.

EXHIBITOR SURVEY:

Tell us what you think! In order to enhance the next MiCareerQuest Middle Michigan experience, we depend on feedback from you. An electronic survey will be emailed to you immediately following the event. Your input is critically important. The results of both the Exhibitor & Student/School survey will be reported at the MiCareerQuest Middle Michigan 2023 Employer Appreciation Breakfast.

EMPLOYER APPRECIATION BREAKFAST & DEBRIEFING:

Let's celebrate our success! Your efforts at the MiCareerQuest Middle Michigan event have sparked a career interest among a significant number of today's youth. Results from the Employer/Volunteer Survey & Student/School Survey will be reported at the Appreciation Breakfast. You will receive an email after the event with the breakfast date and a link to register.



Breakfast Sponsor



Tips for Creating a Fun and Engaging MiCareerQuest Middle Michigan Exhibit

Thank you for participating in MiCareerQuest Middle Michigan! We appreciate your willingness to donate your time and resources to make the event a HUGE success. Your MiCareerQuest Middle Michigan exhibit will provide an opportunity for thousands of young people to experience the wealth of career possibilities in Middle Michigan's high-demand industries.

Here are some tips to enhance the planning, design and implementation of your MiCareerQuest Middle Michigan exhibit.

Planning and Designing Your Exhibit:

Use the 3 Modes of Learning. People learn by listening, by seeing or by experiencing/touching. An exhibit that engages all three learning modalities will create the most memorable experience. Successful exhibits will be those that are engaging, hands-on, interactive, and accurate in the information they convey.

Always Consider Your Audience. MiCareerQuest Middle Michigan is intended for 10th grade students (15-16 years).

Timing is Everything. Hands-on activities should last no more than five minutes and should be designed to be presented to 5-6 students at a time.

Speak in Clear Layman's Language. When talking to the students, don't use too many technical words and terms. When you do use technical terms, make sure you follow it immediately with a clear, concise explanation. And remember...humor, smiles, voice inflection and gestures are other good ways to keep your audience engaged.

Give Them Something to Touch. Young people like to be physically active in the learning process; interactive tactile activities are the most fun and memorable. When planning, think about what interactive experience would draw you into your booth if you were a spectator, and then plan accordingly.





Keep Your Presentation Active By Asking Questions. Keep the learning process active by asking students probing questions from time to time, such as “Why do you think we use this kind of tool?” or “Can you think of other reasons why...?” Ignite their curiosity!



Don't Forget Passersby Who May be Interested. Assign a volunteer or two to draw in other students you are busy engaging your audience. Some students are more timid and might appreciate an invitation to participate.

Plan for Supplies and Booth Staffing. MiCareerQuest Middle Michigan will draw 5,000+ students. Keep this in mind when ordering supplies.

High and Low Tech Activities. An activity can be 'high tech' like letting kids explore virtual reality headsets, or they can be 'low-tech' like making virus particles with marshmallows and toothpicks. The goal is an interactive activity that allows students to experience some aspect of the particular occupation.

Exhibit Safety. Keep in mind any safety precautions for an activity and plan accordingly if your booth requires lab coats, gloves or safety glasses. If your exhibit might get messy, bring any necessary cleaning materials (paper towels, trash bags, etc.).



Helpful Tips for Your Staff and Volunteers:

- Make sure everyone is trained beforehand.
- Volunteers should be at least college age or older.
- At least 2-3 people should staff the booth at all times to help with explaining and crowd control.
- Have the volunteers overlap shifts so that they can observe the activity.
- Have enough volunteers for shifts of 2-3 hours long. If you are limited to a number of people, have them rotate throughout the day and explore other booths for a few hours to help refresh them.



Things you might want to bring:

- Lozenges for your volunteers who will be talking all day.
- Snacks (water and lunch will be provided)
- Hand sanitizer, Kleenex, cleaning wipes, first aid kit, paper towels



Most importantly – HAVE FUN!!