



## **International ACAC Conference Fairs**

### **Guidelines, Recommendations & Tips for First-Timers**

#### **Fair Participant Guidelines**

- School-based counselors, community-based organizations (CBO's) and independent educational consultants (IEC's) are included in the High School Fair.
- University and college representatives are included in the College Fair.
- There is no additional cost to participate in the Conference fairs.
- Tables at the fair are limited to those listed above. Participation by institutional agents, students, alumni, or recruiters working for external organizations is not permitted.
- Conference attendees must wear their assigned Conference lanyard for the current fair at all times.
- Participants are asked to stay for the duration of the fair.
- Remove all pamphlets and informational materials at conclusion of the fair. *Do not leave promotional information behind on tables at end of fair.*
- Table displays, but no floor displays, are allowed within an institution's designated space and should remain within the parameters of the table space. Aisles must be kept completely clear of materials and displays.
- Items may not be attached to any structures in the facility including columns, walls, floors, etc.
- Each institution may have multiple representatives, as long as they can stand easily within the designated space behind the table and not obstruct others or the flow of traffic.
- Noise makers are not to be used during the fair as they are disruptive to nearby fair participants as this fair can be quite noisy.
- In order to ensure all attendees have a positive experience, please notify an Int'l ACAC Fair Committee representative wearing bright color aprons at the fair if there are questions or of any unauthorized activity.

## Fair Logistics

- The College Fair will be held on Wednesday afternoon following the General Membership Meeting.
- The High School Fair will be held on Thursday afternoon after Education Sessions - 5.
- Each institution will have a table and chairs. It is common for two institutions to share a table. When possible, dimensions will be made available to participants in advance. Please be courteous not to encroach on others' space or to block the aisles.
- Conference fair committee members will be available to help with questions and to check representatives in for the fair. Look for members wearing bright color aprons.
- Check in with a fair committee representative to confirm you are in attendance.
- Maps will be available in advance of the fair for planning purposes available on the Conference app.
- You may ship materials in advance of the event. Please follow the shipping instructions [posted on the website](#). While we hope these instructions will prevent customs from delaying or rejecting any materials there is always a chance this could happen. ***Please also consider reducing use of physical pamphlets and distribution materials.***
- To reduce the need for shipping and distributing printed materials, consider using QR codes or scannable links to online resources such as school profiles, guidebooks, and preferred school visit booking systems (i.e. BridgeU, Cialfo, MaiaLearning, Guidebook, Slate, etc.). Many are traveling for the summer and have limited space for materials.
- Audio-visual volume must be kept to a minimum as not to interfere with other participants. These fairs tend to be quite noisy making audio materials a less effective resource for this fair.

## Recommendations for a Successful Fair

The number of fair participants at International ACAC has grown over the years making it increasingly important to maximize time at the fair. The following suggestions may help you talk with as many schools as possible.

- Check-in and set-up your table during lunch or in the early afternoon prior to the start of the fair.
- Arrive as early as possible to be at your table by the start of the fair.

- Bring business cards to have available on your table and a place for others to drop business cards at your table.
- Bring a pen! Many people find it useful to write notes or reminders on the business cards of the people with whom they connect.
- Many high schools and universities use this fair to schedule their fall travel and visits. Bring your institution's calendar or planner with you to the fair. It is a good idea to have a backup downloaded or paper version in case of slow wifi due to heavy traffic.
- For longer conversations or social connections, arrange a time to connect later during the Conference. Sometimes there are more private spaces nearby during the Conference for more personal conversations.
- Review the fair floor plans in advance and familiarize yourself with where the various geographic regions will be located.
- We recommend bringing a table cloth/banner with your institutional name and logo. [Link to pictures from the 2018 fair.](#) This makes it much easier for attendees to identify your institution.

### **Tips for First-Timers**

Here are some additional tips for those attending the fairs for the first time to help you make the most of the time you have, both as a participant and attendee.

- The amount of time you have at both fairs is brief. Prioritize institutions. For some institutions, instead of trying to have a 4-5 minute conversation, introduce yourself briefly – exchange cards – and ask if it is ok to follow up the Conference with a more meaningful conversation.
- Use the fairs as an opportunity to chat with those you might not see during fall travel season.
- Have a few icebreaking questions ready when meeting representatives for the first time so it isn't too awkward.
- The fairs are crowded, and you will find some tables have long lines. You need to weigh the benefits of waiting for that institution against having conversations with more institutions.
- Bringing a tablet or laptop with the school/college website up and running is an easy way to have information readily available.
- Attending the fairs can be a little overwhelming for anyone. There is not a lot of warmup time to gain your confidence! To help gain confidence sooner, you can seek out universities who have accepted your students this year; or as a

university representative, seek out those high schools from where students are coming.

- Finally, be sure to take advantage of the sessions specifically designed for first-timers. On June 5, 7 AM and 7 PM EDT, there will be a first-timer webinar. Prior to the Opening Ceremony on July 9, plan to attend the First-Timers' Session from 3:00-4:00 PM, held at University College Hill on Western University's campus. Both of these will be great opportunities to get more insight into navigating the fairs, as well as the International ACAC Conference experience.