



## International ACAC Conference Fairs

### Guidelines & Recommendations

#### **Fair Participant Guidelines**

- School-based counselors, community-based organizations (CBO's) and independent educational consultants (IEC's) are included in the Counselor Fairs.
- University and college representatives are included in the College Fairs.
- There is no additional cost to participate in the fairs.
- Participation by institutional agents, students, alumni, or recruiters working for external organizations is **not permitted**.
- Conference attendees must wear their assigned conference lanyard **at all times**.
- Participants are asked to stay for the entire duration of the fair.
- Remove all pamphlets and informational materials at the conclusion of the fair. *Do not leave promotional information behind.*
- Table displays, but not 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
- In order to ensure all attendees have a positive experience, please notify an Int'l ACAC Fair Committee representative if there are questions or any unauthorized activity.

#### **Fair Logistics**

There are seven fairs in total. Four virtual and three in-person fairs. The schedule is below.

- 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.
- 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.).

| Date    | Time                                   | Materials Drop-Off                | Fair                                     | Venue              |
|---------|--|-----------------------------------|--|--------------------|
| July 5  | 7:00-9:00 AM ET<br>7:00-9:00 PM ET     |                                   | Counselor Fair                           | ConnectEd platform |
| July 7  | 11:00 AM-1:00 PM ET<br>7:00-9:00 PM ET |                                   | Universities Fair                        | ConnectEd platform |
| July 12 | 2:30 - 4:00 PM MDT                     | 12:30-2:30 PM MDT                 | Global Fair (Non-U.S. Universities only) | UNM                |
| July 13 | 8:30 - 10:00 AM MDT                    | 7:30-8:30 AM MDT                  | Counselor Fair                           | UNM                |
| July 14 | 3:00 - 4:30 PM MDT                     | 8:00-9:00 AM,<br>2:00-3:00 PM MDT | Universities Fair (All Universities)     | UNM                |

### 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.

- Set-up and arrive early at your table prior to the start of the fair. You will be able to drop-off materials at the event venue in the morning.
- 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 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.
- 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.
- We recommend bringing a table cloth/banner with your institutional name and logo. This makes it much easier for attendees to identify your institution.