

International ACAC Conference Fairs Guidelines & Recommendations

Fair Participant Guidelines

- School-based counsellors, community-based organizations (CBO's) and independent educational consultants (IEC's) are included in the Counselor Fair.
- University and college representatives are included in the College/University 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 to enter the fairs and throughout the conference.
- Participants are asked to stay for the entire duration of the fair.
- Participants must remove all pamphlets and informational materials at the conclusion of the fair. **Please 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.
- In order to ensure all attendees have a positive experience, please notify an International ACAC Fair Committee representative if there are questions or any unauthorized activity.

Fair Logistics

- There are three fairs in total. 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	Fair	Venue
Wednesday, July 10	8:30-10:30 AM	Counselor Fair	Western
Thursday, July 11	8:30-10:30 AM	Global University Fair (Non-U.S.)	Western
Thursday, July 11	1:30-3:30 PM	University Fair (U.S)	Western

Recommendations for a Successful Fair

The number of fair participants at International ACAC has grown over the years making it increasingly important to maximize your 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 for more personal conversations.
- Don't be shy about asking a new contact if you can follow up after the conference to arrange a call to continue your conversation. This will allow you to meet more schools and contacts during the actual fair and have deeper conversations at a later time.
- We recommend bringing a table cloth/banner with your institutional name and logo. This makes it much easier for attendees to identify your institution.