

## GUIDE TO CONFERENCE FAIRS

The International ACAC Fairs Committee has developed this guide to help you prepare for the summer fairs. Do not hesitate to reach out to us at [fairs@internationalacac.org](mailto:fairs@internationalacac.org).

**TOP TIP: The fairs will take place in the Hockey Arena and the tables will be on covered ice. The arena will be quite cold, especially for your feet standing on the covered ice. Please wear closed-toe shoes and bring a jacket.**

### Before the Fairs:

1. Fair attendees: Scope out the attendee list. Who are you most interested in speaking to?  
Consider:

For Secondary School Counselors	For Admission Officers
Who admitted your students?	Who did you admit?
Who do you want to admit your students?	Who do you want to admit? (ie geographic areas that are missing)
Who do you want to visit your school or participate in a college fair?	Who is attending your institution?
Which are you curious about?	Where are you traveling to this upcoming year?

2. Fair attendees: Consider identifying which tables are first and second priority
  - a. How will you approach the table? What do you plan on saying in the short time you have? We recommend developing a list of 5 questions to ask each school/organization. Be considerate and don't take up much time if there is a line.
  - b. Reach out to high-priority contacts prior to the fair to set a time to meet during the conference for coffee or a meal or at one of the socials.
3. Table hosts: what to bring if you are standing **behind** the table? You will have a space of 1-meter wide.

Things to bring to the fair		
Pen	Tote/Bag (for anything you pick up)	Business Cards (pack extra, people always out)
Table banner/runner (You'll share tables so plan accordingly)	Calendar (To schedule visits/appointments)	Closed-toed, flat shoes (The fair will take place in the ice rink)
Items to consider for your table: <ul style="list-style-type: none"> <li>● Pennants</li> <li>● Stickers</li> <li>● Unique items from your region/country like a sweet or candy</li> <li>● A few table copies of a brochure or school profile (10-20)</li> </ul>		

### ***During the Fair***

1. For all: follow the rules. Guidelines can be found at the end of this document.
2. Fair attendees: Keep in mind that there may be a line for some of your priority schools. Do you want to wait 5-15 minutes to chat with the person, or can you drop off/pick up a business card to follow up later? Remember to bring a school calendar if you wish to schedule visits during the fall term.
3. Fair attendees: School tables will be set up by region which will help with your planning. Remember that the space may be a bit crowded, **and it will be cold as we are on the ice.** Yes, the ice will be covered, but it will still be cold.
4. Behind the table: keep in mind there will be a lot of people who want to chat with you; try to keep your conversations short.
5. For all: smile and make eye contact - you'd be surprised how many new contacts you can make by simple gestures that encourage them to talk to you. Jot notes down on business cards to remind yourself of the next steps.

### **Sample Schedule for the Fairs:**

Below are sample schedules to help you plan. We estimate no more than 5 minutes per visit. Adding in walking and waiting time, at this rate, you should be able to see 10-20 schools where a discussion can take place. If you decide to drop/pick up business cards, you can visit many more tables.

### **Sample Fair Schedule:**

- 30 minutes prior – show up at the venue and check the map to determine your route.
- Start Time – doors open to the fair.
- 2-hour fair – remember that 10-20 visits is a reasonable figure
- End Time – event ends; please leave promptly.

You must exit promptly as cleanup needs to happen immediately.

## **International ACAC Conference Fairs Guidelines**

- School-based counsellors, community-based organizations (CBO's), independent educational consultants (IECs), and organizations whose primary focus is the counseling of prospective undergraduate applicants to international universities 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.
- Representatives must remain behind their tables at all times during the fairs.
- 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.