

THE EMPLOYER EXPO

April 29th, 2024

Dear Exhibitors,

We would like to extend our gratitude for your participation in the 2024 Employer Expo. This expo is a collaborative effort of many partners involved with the Workforce Initiative, whose main goal is to connect candidates with employers to fill positions successfully.

We are pleased to announce that this event is open to the public and has no admission fee. Our target demographics include those who are under-employed, those in need of "up-skilling," career changers, college graduates, high school graduates, current students, parents, clients of the Virginia Employment Commission, Virginia Career Works, and others. The Expo will commence with the first hour and a half dedicated to high school seniors, followed by the public for the remainder of the event.

To encourage attendance at the Expo, we're excited to offer a chance to win scholarships for attendees who participate in our free, onsite, professional development workshops. These workshops will be led by employment counselors and local business leaders. The workshops will cover Basic Resumé Creation, Mock Interviews, and Job Applications & Assessments. Scholarships will be funded by a portion of each exhibitor's registration fee.

At the Employer Expo, local businesses have the chance to showcase career opportunities, required skills and education, and resources available for obtaining those skills. This event is also an excellent opportunity for attendees to explore companies and assess how their career or educational goals align with real-world work.

Please find below important information to help you prepare for The Employer Expo on May 8, 2024:

SETUP INFORMATION

- Exhibitor setup begins at **11:30 am** at the Wilkins Event Center, located at 1188 Ralph Shockey Dr, Winchester, VA 22602.
- The Expo committee encourages exhibitor carpooling to reduce congestion and assist with limited parking.
- If you have large items, you may unload them at the Bay Door (refer to the Event Parking Guide). A volunteer will help you unload your items. Please note that exhibitors may not leave their vehicles idle at the unloading points after unloading their vehicles.

- Exhibitor parking is available at the Wilkins Event Center Parking Garage (refer to the Event Parking Guide). Handicap parking is on a first-come, first-served basis and will be monitored by volunteers for compliance.
- After parking, please proceed to the Exhibitor Entrance (refer to the Event Parking Guide). A volunteer will check you in, and you will receive up to two meal tickets and a raffle ticket. You can also retrieve any items left at the Bay Door unloading point at this time.
- Seating is on a first-come, first-served basis. If you need power, please plan to come early – Please bring any necessary extension cords or power strips, as none will be provided. See the internal map for the locations of power outlets.
- We strongly advise you to bring a hotspot with you as the Wi-Fi at the venue may not be reliable.

SU WI-FI Instructions

- Step 1: Select SU Guest only in your device's wireless settings.
 - Step 2: Select register for access and fill out the form on the page that appears.
 - Step 3: Check agree and select register.
 - Step 4: You will be sent a text message with the username and password.
 - Sep 5: The page will refresh and allow you to enter the username and password.
- You will be provided with one 8' banquet table and two chairs within your space.
 - Promote your company within your space with standing signage, balloons, a logo tablecloth, literature, business cards, and post available positions, job descriptions, etc. (you cannot hang banners.)
 - Please ensure you are ready to greet our high school students by **12:45 p.m.**
 - By registering for the event, you agree to stay until 6:00 pm. Attendees will be admitted from 12:30 p.m. until 6 p.m. We kindly request that you remain available to talk to candidates until 6 p.m. as we aim to capture those who work until after 5 p.m. and plan to attend the Expo afterward. As an extra incentive for exhibitors, we will hold a prize drawing at 6:00 pm. Prizes include a one-night stay at the George Washington Hotel (with breakfast for two), a Shawnee Springs Market gift basket, and a \$150 gift for SueCat's in Berryville, sponsored by Bank of Clarke. Exhibitor representatives need to be present during the drawing to claim the prize.

OUR EXPECTATIONS OF EXHIBITORS

- Ensure that you have provided us with a comprehensive list of all available positions, including information on how attendees can apply for them once the Expo has concluded, and the Employer Questionnaire has been completed. This information is crucial to maximizing your marketing benefits.
- At the event, welcome resumés for full-time, part-time, summer, or internship positions.
- We kindly request that you keep a record of interested candidates, those who have been interviewed, and the number of individuals hired during and after the event. This information

will be shared with Expo organizers approximately one to three months after the event to help evaluate the event's success based on the number of contacts made, interviews scheduled and conducted, and subsequent hires.

- Pre-screen candidates and collect contact information from those who express an interest in a job interview.
- We encourage you to network with partner groups, career coaches, counselors, and teachers and to utilize them as a resource for candidate recommendations moving forward.
- Allow students to learn about the local job market and inquire about the necessary skills, education, experience, and requirements for the positions you offer. We also encourage you to listen to students' expectations and investigate whether the degree or credential they seek aligns with their desired career path.

EXPO MARKETING LEADING UP TO THE EVENT

To promote the upcoming Expo, the marketing team will use various channels. These include social media, newspapers, PSA, radio, flyers, TV, and newsletters to advertise. The committee will also provide signage to employers to encourage job seekers to visit the Expo and meet with potential employers.

- Signs can be picked up at the Winchester Economic Development Authority (EDA) office at 117 E. Piccadilly St., Ste. 301, Winchester, VA 22601
- Exhibitors must bring the sign with them on the day of the event to return it to the Expo committee.

Please promote the Expo! Leading up to May 8, 2024, and during the event, post to social media using #TheEmployerExpo, sharing TheEmployerExpo.com and linking to the event via social media.

Thank you for partnering with the Workforce Initiative Board. We appreciate your participation and wish you success in finding quality candidates.

Sincerely,



Chairman, The Workforce Initiative

THE WORKFORCE INITIATIVE

WINCHESTER • FREDERICK • CLARKE • WARREN • SHENANDOAH

www.TheWorkforceInitiative.com