

Job Fair/Trade Show Preparation Checklist

Register for the event
Pay Career Fair registration fee
Prepare Marketing Materials:
<ul style="list-style-type: none"> • Company brochures highlighting products, services. • Business cards with contact information.
Branded Booth Supplies:
<ul style="list-style-type: none"> • Tablecloth, banner, pop up banner with the company logo/ branding.
Promotional Items:
<ul style="list-style-type: none"> • Branded giveaways such as pens, notepads, or keychains. • Company swag (EX. T-shirts, coffee cups, tote bags, water bottles to attract attention).
Recruitment Materials:
<ul style="list-style-type: none"> • Job descriptions and information showcasing current job openings, career opportunities. • Applications or forms for candidates to fill out on-site or online.
Technology and Equipment:
<ul style="list-style-type: none"> • Laptop or tablet for conducting on-the-spot interviews or showcasing digital presentations. • Extension cords, power strips, and chargers for electronic devices.
Booth Setup:
<ul style="list-style-type: none"> • Table and chairs for recruiters and representatives to sit and engage with candidates. (if not provided by the event) • Display stands or racks for organizing marketing materials and promotional items. • Comfortable flooring or carpeting to create an inviting atmosphere.
Networking Essentials:
<ul style="list-style-type: none"> • Name badges or tags for all representatives. • A guest book or sign-up sheet for collecting contact information from interested candidates.
Informational Resources:
<ul style="list-style-type: none"> • FAQs or talking points for recruiters to answer common questions about the company, industry, or job opportunities. • Employee testimonials or success stories to share with candidates.
Interactive Elements:
<ul style="list-style-type: none"> • Draws, games, contests, or interactive activities to attract and engage attendees. • Demonstrations or samples of products or services to showcase the company's offerings.
Refreshments and Snacks:
<ul style="list-style-type: none"> • Bottled water, coffee, or other beverages for booth staff and visitors. • Snacks or treats to offer as a gesture of hospitality.
Logistics and Planning:
<ul style="list-style-type: none"> • Transportation arrangements for getting booth materials to and from the event venue. • A detailed schedule or timeline for setting up, staffing, and dismantling the booth. • Contact information for event organizers and support staff in case of any issues or emergencies.



Follow-Up Plan:
<ul style="list-style-type: none">• A strategy for following up with promising leads and candidates after the event.
<ul style="list-style-type: none">• Templates or resources for sending personalized thank-you emails or messages to attendees.

