

# CAREERS FAIR 2012 EXHIBITOR'S GUIDE

BRITISH COLUMBIA  
INSTITUTE OF  
TECHNOLOGY

STUDENT EMPLOYMENT  
SERVICES

[bcit.ca/careersfair](http://bcit.ca/careersfair)

## Join Student Employment Services for the annual Careers Fair at the British Columbia Institute of Technology.

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The Careers Fair is Monday, March 26, 2012 at the Student Association Centre from 10:00 a.m. to 3:30 p.m. If you're unable to attend in person on March 26 you can participate in the online component of the annual BCIT Careers Fair.

Careers Fair 2012 is a chance for your organization to recruit future employees from among the top technical students in the country. Students and graduates from all disciplines attend Careers Fair hoping to find permanent, part-time, co-op or summer employment. BCIT offers programs in the Schools of Business, Computing and Academic Studies, Construction and the Environment, Energy, Health Sciences, and Transportation. Each school includes a wide range of program specialties.

We ask that exhibitors be prepared to speak to students about their entire organization, including the industry performance and the types of positions available. This will help our students to assess the labour market and make knowledgeable career decisions. In order to maximize your recruitment at Careers Fair 2012 we encourage you to post your employment opportunities on eJobs – BCIT's web-based job posting system. Included in your exhibitor's package is one posting on eJobs.

Your one day exhibitor package includes exhibit space, one posting on eJobs, profile and logo in the student handbook and on our website, continental breakfast, refreshments, and lunch for up to two delegates ... in addition to great networking opportunities.

If you're unable to attend the day of the fair you can still participate in the online component of the Careers Fair, directly recruiting students and graduates from the convenience of your desktop. This includes a web presence on our corporate site with your company profile, logo and link to the careers section on your corporate website. You will also be included in the student handbook.

**2012** **bcit**  
**CAREERS FAIR**



### CAREERS FAIR 2012

*Space is limited.  
Please book early  
using our online  
registration form at  
[bcit.ca/careersfair](http://bcit.ca/careersfair).*

*Preference will be  
given to employers  
recruiting for career-  
related positions.*

*To be part of the  
Careers Fair Student  
Handbook make sure  
to register by  
January 31, 2012.*

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### MORE INFORMATION

Susan Ames  
Careers Fair Coordinator  
Student Employment  
Services

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## QUICK FACTS TO ASSIST YOU WITH YOUR PLANNING

**Date:** Monday, March 26, 2012  
**Time:** 10:00 a.m. to 3:30 p.m.  
**Location:** Student Association Building, SE2  
British Columbia Institute of Technology, Burnaby

### LOGISTICS

- > Booth must be set up by 10:00 a.m. on Monday, March 26, 2012
- > Booth may be sent up to a week in advance to BCIT at the address shown on the first page
- > Thousands of students are expected to attend the event
- > Two parking passes per company will be supplied. Additional exhibitor parking is available in student lots A – P for \$4.50/day.
- > Campus maps are available at [bcit.ca/map](http://bcit.ca/map)

### CAREERS FAIR PACKAGE OPTIONS

**One Day Exhibitor Package, Monday, March 26.....\$650 plus HST**

- > Draped 8' x 8' trade show booth, 2' x 5' table and two chairs
- > One posting on eJobs
- > Profile and logo in Careers Fair Student Handbook
- > Prime online package, includes company profile, logo and link off our website to the careers section of your corporate website
- > Continental breakfast, lunch, plus refreshments for up to two event delegates. Extra delegates may attend at additional charge

**Online Package.....\$300 plus HST**

- > Company profile, logo and link off our website to the careers section of your corporate website
- > One posting on eJobs
- > Profile and logo in the Careers Fair Student Handbook

### BENEFITS

- > Access to thousands of full-time students, part-time students and alumni
- > Well-prepared and motivated students and alumni with resumés
- > Student Ambassadors and volunteers to assist you during the day

### REFUND POLICY

- > Companies requesting to withdraw from Careers Fair before January 31, 2012 will be issued a 75% refund
- > No refunds will be issued after January 31, 2012

### NOTES

- > A limited number of 10' x 8' booths are available for Platinum and Gold Sponsors
- > Limited power and Internet access is available on request
- > Please make cheque payable to British Columbia Institute of Technology

## SPONSORSHIP OPTIONS

Careers Fair 2012 promises to be a high profile public event. Becoming an official sponsor is an excellent opportunity for you to participate.

No matter which level of sponsorship you choose, your company will have an opportunity to:

- > Reach the BCIT student market with visible recognition before and during the event
- > Showcase your company's vision and image
- > Demonstrate your company's commitment to leadership and initiative
- > Recruit the best students in British Columbia

The following sponsorship table identifies the specific benefits your company will receive for your contribution.

VISIBILITY AND RECOGNITION FOR SPONSORSHIP	Platinum* \$5,000	Gold \$2,500	Silver \$1,000
Recognition on promotional material as a sponsor of Careers Fair 2012. To be included in all of the promotional material you must register by January 13, 2012.	✓	✓	✓
Corporate name listed as a sponsor in the Careers Fair 2012 Student Handbook.	✓	✓	✓
Discount on booth rental.	25%	20%	15%
Display corporate banner at Careers Fair 2012 venue. Banner to be supplied by sponsor.	✓	✓	
Advertisement** in the Careers Fair Student Handbook.	Full page, colour prime location	Full page	Half page
Choice of booth location: Booth choice priority will be determined by sponsorship level and then by date of sponsorship.	✓	✓	✓
Limited number of oversized booths (10' x 8') available.	✓	✓	
Please indicate if you are interested in other sponsorship options such as handbook printing, continental breakfast, employer lunch, pizza and pop for volunteers etc. Contact us to discuss.			

\* Please note that as standard policy only one Platinum Sponsorship from associations within the same industry will be accepted.

\*\* Sponsors may upgrade their Student Handbook advertisement to a larger size. A charge equal to the difference in the advertisement value will be assessed.

## EXHIBITOR PROFILES

All participants of Careers Fair 2012 are encouraged to submit a profile and logo for the Careers Fair Student Handbook and online Careers Fair. This is included as part of your exhibitor package. Please keep the length of your profile to a maximum of 500 characters; profiles longer than 500 characters will be edited. The profiles are used to give each student a brief introduction and summary of your organization.

Submit your profile and logo on the online registration form. These must be received by January 31, 2012 in order to be included in the Careers Fair Student Handbook. Late submissions will be added to the website only.



## ADVERTISING OPTIONS

The Careers Fair Student Handbook will give your organization a great opportunity to advertise to students and alumni. Advertising in the Careers Fair Student Handbook will provide you with increased exposure and enhance your recruitment efforts. We will be producing 4,000 Student Handbooks for distribution.

Advertisements must be received by January 31, 2012.

### Rates

TYPE OF AD	SIZE (INCHES)	COST (PLUS HST)
Front Inside* (colour)	7.5" wide x 10" high	\$500
Back Inside (colour)	7.5" wide x 10" high	\$500
Full Page	7.5" wide x 10" high	\$400
Half Page	7.5" wide x 4.875" high	\$300
Quarter Page	3.625" wide x 4.875" high	\$200

\*Only Platinum and Gold sponsors are eligible. Requests received on a first-in, first-served basis.

## ARTWORK SPECIFICATIONS – LOGO AND ADVERTISEMENTS

Please follow the guidelines provided below when preparing your logo or advertisement for BCIT's Careers Fair Student Handbook. If you have any questions about artwork specifications, please contact Susan Ames at 604.432.8741 or email [CareersFair@bcit.ca](mailto:CareersFair@bcit.ca).

**Acceptable file formats:** high-res pdf (preferred), indd (with links supplied), eps or tiff (300 dpi for photos, 600 dpi for line art)

**Acceptable software:** InDesign, Photoshop, Illustrator (CS5 or earlier), Acrobat 9.0

### Other guidelines:

- > Any artwork/logos supplied as MS Word documents are NOT acceptable
- > Double-check spelling, quotes, apostrophes, inch and foot marks, hyphenation, widows and orphans, superfluous spaces and proper kerning
- > Make sure any files you have linked to your document are included
- > All photographs are in an acceptable format and 300 dpi
- > All illustrations/lineart are in an acceptable format and 600 dpi
- > If the ad is a full page with a bleed make sure to build an extra 1/8" into the file for the bleed
- > All fonts are supplied or converted to outlines – check for any placed images that contain fonts
- > PDF files have been properly distilled as high resolution
- > Provide a hard copy or PDF proof if providing artwork in a format other than a high-res PDF

## WE LOOK FORWARD TO SEEING YOU AT CAREERS FAIR 2012!



*BCIT's Careers Fair 2012 is a chance for your organization to recruit future employees from among the top technical students in the country.*



### MORE INFORMATION

Please visit [bcit.ca/careersfair](http://bcit.ca/careersfair) for the most current information.

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