

# CAREER EXPO 2013

## Career Expo 2013 Exhibitor Packet



**Organized in partnership with**



# CAREER EXPO 2013

## CAREER EXPO LIBERIA

Career Expo Liberia is the largest, most comprehensive career event in Liberia. This expo encompasses all career opportunities from employment to education and training in specific trades. Additionally, Career Expo exhibits a vast array of career advice, opportunities to receive trade specific training and much more.

With over 400 attendees including jobseekers, working professionals, apprentices, students and graduates, this is a fantastic opportunity to capture your target audience to fill the positions required and market your products and services.

Career Expo exhibits a vast array of career advice, employment opportunities and University and Training representation.

Now in its 3<sup>rd</sup> consecutive year, the event will be held at the Executive Pavilion on Wednesday October 16<sup>th</sup> 2013.

With so much career information under one roof, this event is a must for all career driven Liberians.



**Over 40 Exhibitors**

*More than 400 Attendees*



**Visit us online for news and updates**

**[www.careerexpolib.org](http://www.careerexpolib.org)**

# CAREER EXPO 2019

## YOUR STAND

Career Expo Liberia provides the complete exhibitor starter package. It is as simple as booking your spot, then we do all the rest.

### STAND SIZES

- **6' X 6'**      **Standard Display**
- **12' X 12'**    **Double Display**
- **18' X 18'**    **Stage Display\*\***
- **4' X 3'**      **Table Display\*\***

\*\* Limited available



### STAND INCLUSIONS

- Table & two chairs
- Stand with draperies; the back wall is 8' high with a 36" side partition
- Booth identification sign (organization name only, logos not included)
- 2 name badges
- Complimentary coffee, tea, water
- Organization listed in official event guide
- Company name listed as an Exhibitor Career Expo Website
- 1 day long Parking Pass
- Invitation to business networking event following the Expo

You have the option to upgrade your stand to suit your requirements. Customized options and additional services such as electricity are available upon request.

\*\* The décor and design of the booth is the sole responsibility of the exhibitor.

### Branding Upgrade Option

For a small additional fee you can choose a branding upgrade option which includes

- Organization logo on Career Expo Website
- Hyperlink to your organization's website
- Logo on Career Expo Newspaper Insert
- Opportunity to include an in show offer in pre-event news letter
- Organization highlighted in at least one Career Expo Newsletter
- Insert one promotional material in Career Expo attendee gift bags

# CAREER EXPO 2019

## MARKETING, ADVERTISING & PUBLICITY

### MARKETING

- Discounted & Free ticket distribution
- Social Marketing Promotions
- Marketing to community organizations
- Free career workshops and resume advice
- Sponsor and partner initiatives
- Scholarship contest
- Free giveaways and chances win prizes

### ADVERTISING

- Press
- Radio
- Website
- Online Banner ads
- Posters
- Flyers
- Outdoor

### PUBLICITY

- Contracted PR agency
- Press release
- News paper editorials
- Radio interviews



### EARLY BIRD SPECIAL

**REGISTER YOUR BOOTH BEFORE AUGUST 30<sup>TH</sup> and RECEIVE A \$50 USD DISCOUNT!!**

*As a special incentive career expo offers a preferred rate to returning exhibitors*



# CAREER EXPO 2013

## EDUCATION & ENTERTAINMENT

### SEMINAR ROOMS



The Career Expo seminar rooms provide a fantastic way to educate and inform attendees about a profession whilst trying in your organization's courses, training or employment opportunities.

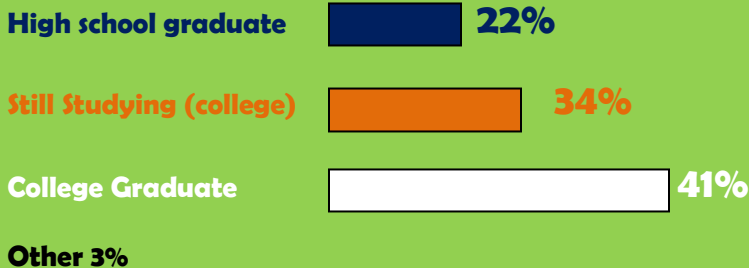
The three seminar rooms seat up to 75 people and our located away from the hustle of the exhibition floor. Each room contains audio and visual equipment. With limited free 30min sessions available to exhibitors, times are extremely popular and we recommend booking in as soon as scheduled is released.

### SUCCESS PANEL

As we know, all the talent, information and resources in the world are of no use without the motivation to get out there and 'do it'.

The Success Panel allows audience members to listen to stories from well known Liberian professionals to find out the steps they took to achieve their goals and become successful in their chosen career paths.

### HIGHEST LEVEL OF EDUCATION



### STAGE AREA



The stage area is immensely popular with the attendees. By exhibiting at Career Expo 2013 you have a unique opportunity to present an exciting interactive stage presentation in a space that can accommodate hundreds of people.

Promoting your organization through a visual display can enhance your presence.

The success Panel provides inspiration, guidance and direction from successful people in a variety of different careers.

If someone from your organization would like to share your success story please let us know by sending an email to: [careerexpoliberia@gmail.com](mailto:careerexpoliberia@gmail.com)

# CAREER EXPO 2019

## WHO SHOULD EXHIBIT?

- Small to Medium enterprises
- Apprenticeship providers
- Educational institutions
- Employment agencies
- Government Ministries and agencies
- HR companies
- Industry specific Associations
- Vocational schools
- Non-Governmental Organizations
- Training and Development companies
- Any organization looking to fill positions or enhance brand awareness
- Corporations

## Book your Stand NOW!!

*Liberia's Largest & Most Comprehensive Career Event*



## WHY EXHIBIT?

- Feature your organization in front of over 500 people
- Develop a personal relationship with potential clients or customers
- Actively recruit staff, students or clients
- Get immediate feedback on products or services
- Create brand awareness
- Launch new products or services
- Create a quality database
- Enhance PR opportunities
- Network with other exhibitors
- Increase product loyalty
- Expand your market share
- Strengthen customer relations
- Interview potential candidates on the spot

### Partial List of Past Career Expo Exhibitors

~Cape Hotel ~SGS ~Arcelor Mital ~Oxfam ~Ministry of Gender ~ **Kofi Anan Institute** ~Total-Liberia  
~Liberia Equipment-CAT ~ **Maritime Authority** ~Royal Hotel ~LRDC ~ Liberia Institute of Mgmt  
~Population Services International ~LPRC ~Stella Maris Polytechnic ~Brac ~ West Construction ~UMARCO  
~Lonestar Cell ~Cellcom ~Concern ~**Monrovia City Corp** ~National Port Authority ~**Aquarius Beverages**

# CAREER EXPO 2013

## AFFORDABLE WAYS TO INCREASE YOUR EXPOSURE AT CAREER EXPO

Are you looking for ways to get your business name out there but you don't have a huge marketing budget? Check out our affordable ways to increase your exposure at Career Expo 2013.

- **Official Gift Bag Sponsor** - If you want to ensure that the maximum amount of attendees visit your booth (which increases your exposure at the expo) being a bag sponsor is right for you! Reserved for only one organization, the official Bag Sponsor will have its company's logo prominently displayed on welcome bags given to each attendee at the Expo. Hundreds of attendees walking the Expo floor with your company's logo and information will, in essence, become walking billboards for your company.
- **Networking Mixer Sponsor** - As the Official Career Expo networking mixer sponsor, your company will be at the forefront of the event were Expo VIPs, Other Sponsors, and Special guests that gather to mix, mingle and refresh themselves after the expo. This opportunity is ideal for organizations that are interested in connecting with Corporate Executives, Government Officials and other VIPs.
- **Official Badge Sponsor** - Being the Official Badge Sponsor is ideal for a company that is interested in business to business branding. At *Career Expo 2012*, there will be approximately sixty businesses displaying their products and services, and each of their representatives will be wearing the official Expo Exhibitor badge. This ensures that your message is received by your specific target market. This opportunity is ideal for companies that offer professional products/services such as accounting, legal, consulting, etc.
- **Official Stage Sponsors** - Ideal for companies with products that require detailed explanation or companies that want to introduce/launch a new product or service. Stage sponsors will have an opportunity to present a 30 minute demonstration or presentation at the career expo. Stage opportunities' are limited to three and are offered on a first come first serve basis.
- **Create Your Own Sponsorship Opportunity** - Have a great idea of something at *Career Expo 2013* that you would like to sponsor but don't see it on the list? Contact us at [careerexpoiberia@gmail.com](mailto:careerexpoiberia@gmail.com) to custom tailor a sponsorship opportunity for you.

### Past Career Expo Sponsors



Oxfam



# CAREER EXPO 2013

## Terms and Conditions

The terms and conditions outline herein have been established for the mutual benefit and protection of all Exhibitors, Visitors, and Expo Organizers and may not be modified unless by writing signed by both parties. By the purchase of an exhibitor booth space, Exhibitor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

**1. Expo Booking:** To reserve space at Career Expo 2013, a signed agreement and 50% of booth fee is required for deposit. Upon receipt of the agreement and deposit, your agreement will be reviewed. Upon approval, your deposit will hold your space until balance is due. We must receive the balance of your fee no later than two weeks prior to the expo date or reservation and your deposit may be forfeited.

**2. Payments:** Payment for booth space can be made by cash, manager's check or business check. No personal checks will be accepted. All payments received are non-refundable and non-transferable.

**3. Exhibit Space:** Distribution of exhibitor space will be assigned and priority given upon receipt of payment and agreement. All booth space assignments are given at the sole discretion of Career Expo organizers. However Career Expo Liberia will consider the request of paid exhibitors. Sharing of exhibit space or use of display by unauthorized party is strictly prohibited. All exhibits must remain assembled and staffed throughout the exhibit hours until the official closing time. If exhibitor fails to occupy space contracted for, exhibitor shall not be relieved of paying full rental charge for the space. Career Expo Liberia reserves the right to relocate or re assign space if not occupied at the start of the Expo.

**4. No Guarantee of Results:** Career Expo Liberia does not warrant or guarantee any particular results of the Expo, nor does it guarantee a particular number of attendees or exhibitors.

**5. Indemnification:** Exhibitors display and exhibit property at their own risk. Career Expo does not assume any responsibility for loss or damage to Exhibitors property. Career Expo Liberia will not be held accountable for the death or injury of any person attending the event, or for any damages suffered by Exhibitor or its officers, agents, employees or invitees as a result of any cause whatsoever.

**6. Cancellation:** Career Expo Liberia reserves the right to cancel this event at any time prior to the event with refund of all amounts paid by participants in connection with this agreement. Otherwise all other payments are non-refundable

**7. Product/Service Exclusivity:** Product/Service Exclusivity is not guaranteed through this reservation, and this also includes brand/franchise exclusivity.

**8. Miscellaneous:** Exhibitors may not pin or tape anything to back drape or walls; Loud or offensive exhibits, subject to Career Expo's discretion are not permitted. Displays must be contained within an exhibitor's booth space. If display extends beyond confines of the booth and either block or obstruct and adjoining booth on either side, exhibitor may be asked to alter display.

**9. Career Expo Liberia Authority:** Career Expo Liberia reserves the right, upon reasonable notice to the Exhibitor to substitute alternate dates and/or facilities other than those originally planned for the event. Exhibitor also grants Career Expo Liberia permission to use Exhibitors name and/or logos for promotional purposes in connection with the Expo and/or other events produced by Career Expo Liberia. This permission shall extend to photographs of the Exhibitor's booth.

**10. Complete Agreement:** This agreement represents the entire agreement between the parties and supersedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. Career Expo Liberia has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. The prevailing party shall be entitled to recover cost and attorney fees. This contract shall be interpreted and construed pursuant to the laws of the Republic of Liberia. Amendment to this agreement must be in writing and signed by both parties.



# CAREER EXPO 2013

## Exhibitor Agreement

### CONTACT INFORMATION

Organization Name \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Website: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_

Type of Business  Business  School/University  NGO  GoL  Other \_\_\_\_\_

<b>Booth Selection</b>	<b>Unit Price</b>	<b>Quantity</b>	<b>Total</b>
Standard display	\$350.00		
Double display	\$600.00		
Stage display	\$750.00		
<b>Additional Services</b>	<b>Unit Price</b>	<b>Quantity</b>	<b>Total</b>
Branding upgrade	\$100.00		
Gift Bag Marketing	\$50.00		
Official Career Expo T-Shirt	\$15.00		
<b>Additional Exposure</b>	<b>Unit Price</b>	<b>Quantity</b>	<b>Total</b>
Networking Mixer Sponsor	\$1,500.00		
Official Gift Bag Sponsor	\$1,000.00		
Official Badge Sponsor	\$400.00		
Official Stage Sponsor	\$300.00		
<b>Total</b>			

By signing below you are agreeing to the terms and conditions of this agreement

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Make checks payable to: Career Expo Liberia

Notes:

- Full payment must be made by August 30, 2013 to qualify for \$50 early bird discount.
- Returning exhibitors receive an additional \$25 discount

#### EXPO STAFF USE ONLY

Date Received \_\_\_\_\_

Booth Assn: \_\_\_\_\_