



Career & Experiential Learning

# TRU Job Fair

February 1 & 2, 2023

## EVENT BACKGROUND

To ensure employers have better odds of building connections and top graduating talent and co-op students, Career & Experiential Learning (CEL) is moving the 2023 TRU Job Fair to February. This hybrid event makes the best of both worlds with one virtual event on Wednesday, Feb. 1 and an in-person gathering on Thursday, Feb. 2.

Job Fair provides space and time for TRU students and employers to connect and develop future employment relationships. Students will gain insights into career possibilities in their chosen fields and career preparedness. Employers gain exposure to talented, highly motivated individuals preparing for the workforce and will be able to promote their company as a unique place to work.

The in-person Job Fair typically attracted between 40-80 employers and over 1700 students. Most recently, CEL connected 45 employers to 600+ students in the online fair. While CEL encourages employers to offer immediate positions to students and alumni, there is availability for organizations not currently hiring, such as is the case with our long-time Job Fair Main Sponsor, the Chartered Professional Accountants of British Columbia who attend to promote careers in their discipline.

This year, CEL's goal is to host at least 80 employers between the in-person and virtual fair, with over 1800 TRU students and alumni in attendance. We hope that from this group of students, at least 50 are hired and/or have opportunities for future employment.

Employers set up tradeshow table booths and engage with students, recent graduates, and alumni throughout the day. For those attending both virtual and in-person events, the virtual day is a great time to set up face-to-face meetings for day two. Overall, TRU Job Fair is the perfect way for your organization to recruit prospective employees and enhance your presence in the TRU community.

We look forward to hosting you and your colleagues!

## Did you know?

CEL started the annual Job Fair in 2004.

CEL's in-person fairs have had over 1700 students in attendance, attending, and up to 80 employers.

Job Fair proceeds fund the TRU Co-op Student of the Year award and allow CEL to provide student jobs throughout the year.

CEL ran virtual career fairs in 2021 and 2022; due to the positive feedback from alumni and open learning students, the department will maintain a hybrid model to ensure accessibility and inclusivity.

## OPPORTUNITIES

### JOB FAIR PARTNER SPONSOR \$2500 (Only TWO Available)

- 12x10 featured booth space, largest size table booth located at prominent locations
- Complementary online booth
- Separate space for lunch where you can network with other exhibitors
- Promotional material handed out at registration table
- Right of refusal for sponsorship 2024
- Private meeting space for on-the-spot interviews

#### Online Recognition

- Featured as Job Fair Main Sponsor on website
- Featured on all event email communication
- Featured on digital advertising (including all advertising on campus and CCTV)
- Your organization promotional content run on campus CCTV leading up to event
- Video of someone from your organization giving career fair tips running on our social media
- Multiple specific social media posts
- Job Fair website hyperlink
- Mentioned in general social media post

#### Print & Event Recognition

- Featured on all print advertising
- Featured at registration table
- Featured in all job fair print media
- Featured on slideshow at fair entrance

### Deluxe Exhibitor \$800

- 8x10 booth space
- Complementary online booth
- Separate space for lunch where you can network with other exhibitors

#### Online Recognition

- Exhibitor Recognition on website
- Logo on digital advertising (including all advertising on campus and CCTV)
- Video of someone from your organization giving career fair tips running on our social media
- Multiple specific social media posts
- Job Fair website hyperlink
- Mentioned in general social media post

#### Print & Event Recognition

- Logo on all print advertising
- Logo on slideshow at fair entrance

## Standard Exhibitor \$450

- 8x8 booth space
- Separate space for lunch where you can network with other exhibitors

### Online Recognition

- Job Fair website hyperlink
- Mentioned in general social media post

## Online Exhibitor \$300

- Online booth space

### Online Recognition

- Job Fair website hyperlink
- Mentioned in general social media post

## Registered Charity \$150

- 6' table
- First point of contact for students when they enter the area.
- Separate space for lunch where you can network with other exhibitors

### Online Recognition

- Job Fair website hyperlink
- Mentioned in general social media post

*\*All applicable taxes will be applied to exhibitor and sponsor costs*

Registration is through [Career Connections](#).

## VIRTUAL PLATFORM

The virtual portion of Job Fair will be using EasyVirtualFair again this year. This platform allows you to design your virtual booth ahead of time and have up to 10 representatives for your organization. It includes both text and video chat built into the system.

## CONTACT

Thank you for your time. We would love to answer any questions you may have, please feel free to email us at [jobfair@tru.ca](mailto:jobfair@tru.ca).

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