

# TRU Job Fair

*Are you Ready?*

## EVENT BACKGROUND

The Job Fair provides a space where TRU students and employers connect for the purpose of developing future employment relationships. Students not only gain information on career possibilities in their chosen fields, but also insight into their own career preparedness. Employers gain exposure to talented, highly motivated individuals preparing for the workforce.

The Job Fair is held on the first Thursday of March each year. The Job Fair typically attracts between 50-80 employers and over 1500 students. Employers attend the Job Fair to have students brand their organization as a unique place to work and to promote their company. The goal of the Career Education Department is to register employers who are offering immediate positions to students and alumni. However, there is availability for organizations that are not hiring, but rather promoting careers in a certain sector.

This year, our goal is to host at least 80 employers on the TRU campus and have over 1800 university students attend. We hope that from this group of students, at least 50 are eventually hired and/or have opportunities for future employment. We will be sending out surveys after the event to all organizations who attended to receive feedback on their hiring patterns.

This event runs on the employer exhibitor dollars from each organization that attends. Venue and set up fees, catering costs, marketing & communications to both exhibitors and to students is intensive. **In addition to all event costs, 5% of all employer exhibitor costs will go towards the TRU Co-op Student of the Year award, given out each year.**

Employers will set up tradeshow booths and will be engaged with students constantly throughout the day. Last year saw no shortage of attendees and absolutely no break or down time for exhibitors.

Overall, the Job Fair is a perfect way for organizations to meet and recruit prospective employees and enhance their presence in the TRU community.

## DID YOU KNOW?

The Job Fair has been running annually for the last 17 years.

The TRU Job Fair anticipates over 1500 students to attend, with over 180 employer representatives in attendance

2017 continued the donation to the TRU Foundation - 5% of all employer exhibitor revenue was donated to the TRU Co-op Student of the Year award

# SPONSORSHIP OPPORTUNITIES

## JOB FAIR PARTNER SPONSOR (TWO AVAILABLE @ \$2000)

- Recognition as Job Fair Partner Exhibitor on Career Education and Job Fair websites with hyperlinks, photos and videos (to be provided by organization)
- 12x12 Featured booth space, largest in size, and located at more prominent locations as to the other booths at the Job Fair, with skirted table, 1 chair, and 1 power cord included
- Opportunity for online banner advertisement on the Job Fair website
- Organization logo featured on all Job Fair posters and other in-print student promotions to over 10000 on-campus students
- Organization name to appear on all email announcements sent to over 3600 TRU students and alumni
- Organization name featured on all TRU campus TV slides from January until the Job Fair
- Organization name featured on all Job Fair media including press release, TRU student newspaper ad, Chamber of Commerce ad, and radio ads
- Organization name featured on TRU Career Education Twitter account at least five times leading up to the Job Fair with hyperlink
- Organization logo and name featured on the Job Fair Facebook event page
- Opportunity for one promotional item at the Job Fair registration table
- Organization logo featured on all event maps and on the slide show at the entrance to the Job Fair
- Signage at Job Fair registration table
- Private meeting space provided during the Job Fair to conduct on the spot interviews
- Separate space for lunch at the Job Fair where exhibitors can network with other exhibitors
- Official photo of your Job Fair booth with representatives featured online after the Job Fair
- First right of refusal for sponsorship in 2019

# EXHIBITOR OPPORTUNITIES

## GOLD EXHIBITORS \$750

- Recognition as GOLD Exhibitor on Career Education and Job Fair websites with hyperlink
- Organization name featured on all TRU campus TV slides from January until the Job Fair
- Organization name mentioned on TRU Career Education Twitter account at least two times leading up to the Job Fair with hyperlink
- Organization name highlighted on the Job Fair Facebook event page
- Organization logo featured on all event maps and on the slide show at the entrance to the Job Fair
- Private meeting space provided during the Job Fair to conduct on the spot interviews
- Separate space for lunch at the Job Fair where exhibitors can network with other exhibitors
- 8x10 booth space at the Job Fair, with skirted table, and 1 power cord included

## SILVER EXHIBITORS \$550

- Recognition as an exhibitor on Career Education and Job Fair websites with hyperlink
- Organization name mentioned on TRU Career Education Twitter account once leading up to the Job Fair
- Organization name highlighted on the Job Fair Facebook event page
- Organization logo featured on a slide show at the entrance to the Job Fair
- Separate space for lunch at the Job Fair where exhibitors can network with other exhibitors
- 9x8 booth space at the Job Fair, with skirted table, and 1 power cord included

## BRONZE EXHIBITORS \$350

- Recognition as an exhibitor on Career Education and Job Fair websites with hyperlink
- Organization name highlighted on the Job Fair Facebook event page
- Separate space for lunch at the Job Fair where exhibitors can network with other exhibitors
- 7x6 booth space at the Job Fair, with skirted table, and 1 power cord included

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

# 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). No questions? You can [register directly online now.](#)

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