

# Top Tips for Your Fair Experience

Things to Bring for the Fair		
Pen	Tote Bag (for things you pick up)	Business Cards (Pack extra, they always run out faster than you think)
Table Banner/Table Cloth (You will share tables, so plan accordingly)	Calendar or Planner (So you can schedule visits/appointments)	Flat, comfortable, warm shoes (the fair is on an ice rink)
<b>Items to Consider for Your Table:</b> <ul style="list-style-type: none"> <li>• Pennants</li> <li>• Stickers, pens, pins</li> <li>• Unique Items from your region/country (a local sweet or candy)</li> <li>• A few table copies of a brochure/school profile (only 10-20, most attendees won't have room to take these with them)</li> <li>• A QR code to easily contact you or look up Information</li> </ul>		

Scope out the attendee list. Who are you most interested in speaking to? Consider:	
Secondary Counselors	University Representatives
Who admitted your students? Who do you want to admit your students? Who do you want to visit your school or participate in a college fair? Which universities are you curious about? Who is located in a region where your students are starting to show an interest?	Who did you admit? Who do you want to admit? (ie, geographic areas that are missing) Who is currently attending your institution? Where are you traveling to this upcoming year? Who should you connect with beforehand?

Plan Ahead:
<ul style="list-style-type: none"> <li>• Consider prioritizing tables, who are first- and second-priority?</li> <li>• How will you approach the table?</li> <li>• What do you plan on saying in the short time you have?</li> <li>• Be considerate and don't take up much time if there is a line.</li> <li>• Reach out to high-priority contacts prior to the fair to schedule a meeting during the conference for coffee, a meal, or during one of the social events.</li> </ul>