

## 2021 EXHIBITOR RESOURCE GUIDE

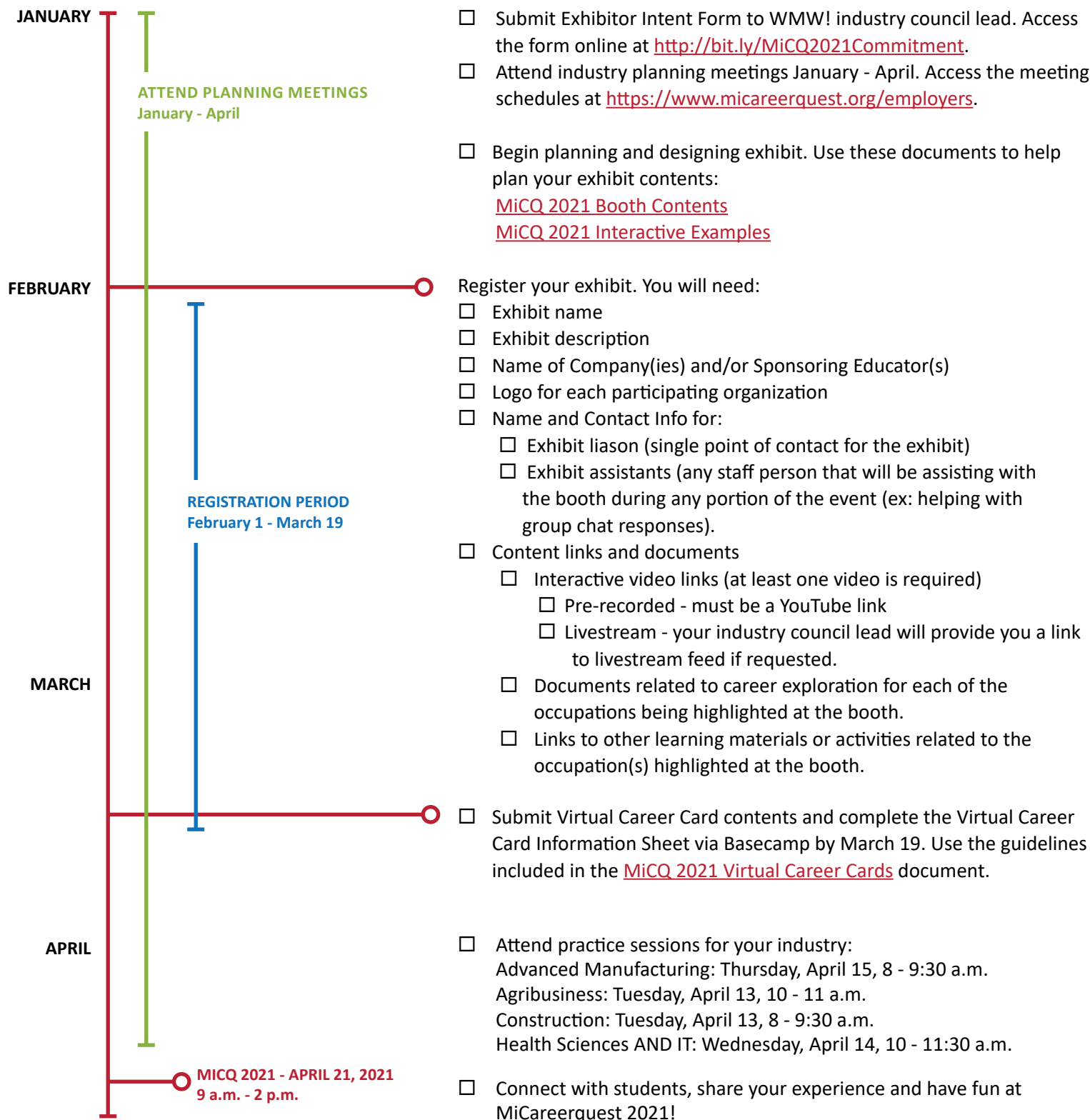




## MiCareerQuest 2021 Exhibitor Resource Guide

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# EXHIBITOR CHECKLIST & TIMELINE





## Exhibitor Registration Guide

Thank you for exhibiting at MiCareerQuest (MICQ) 2021! Your time, expertise and financial contributions are greatly appreciated and needed to fulfill the mission of MICQ. Each exhibit must be registered through the online platform, Alchemer. This registration includes information about the exhibit and items needed to build your virtual exhibit booth. If you need further assistance, please contact your Industry Council Leader listed at the end of this document.

NOTE: You will have the ability to save your registration and return later, should you need to. Click "Save and continue later" in the toolbar at the top of the page. You will receive an email with a unique link that will allow you to return to the registration form where you left off or to make edits to your registration. If you do not find the email in your inbox, please check your junk/spam folder.

### Questions

#### [Page 1: Registration Information](#)

##### **1. Exhibit Liaison Contact Information**

- a. This is the individual designated to be the main point person for an exhibit. One person per exhibit must be identified to serve in this role. This is not necessarily the individual at the exhibit during the event.
- b. Enter their name, company/organization, email address and phone number.

##### **2. Industry Sector**

- a. Please select the industry the exhibit will be representing.
- b. If you are the exhibit liaison for more than one exhibit, you will need to complete one form for each exhibit.

#### [Page 2: Exhibitor Information](#)

3. ***Please come up with a unique name for your exhibit.*** This is not the name of your company but the title describing the exhibit. Examples: Advanced Manufacturing – Quality Control in Manufacturing, Agribusiness – Food Scientist, Construction – Electrical, Health Sciences – Pharmacy, IT – Cyber Security.
4. ***I understand that I am responsible for uploading all graphics, materials, videos/video links to this survey for my virtual booth. All information must be uploaded by March 19, 2021. Industry Council Leads and Employer Champions review all uploaded materials to ensure they meet MICQ guidelines.***
  - a. Please confirm "Yes" or "No."
  - b. You must agree to include the required booth elements to participate in MiCareerQuest. If you have questions or concerns, please contact the West Michigan Works! representative for your sector using the email address below:

- i. Advanced Manufacturing: Jerry Hill – [jhill@westmiworks.org](mailto:jhill@westmiworks.org)
- ii. Agribusiness: Joe Thiry – [jthiry@westmiworks.org](mailto:jthiry@westmiworks.org)
- iii. Construction: Mac Dodds – [mdodds@westmiworks.org](mailto:mdodds@westmiworks.org)
- iv. Health Sciences: Ally Mills – [amills@westmiworks.org](mailto:amills@westmiworks.org)
- v. Information Technology: Anne Pentiak – [apentiak@westmiworks.org](mailto:apentiak@westmiworks.org)

Please see the resources below for booth content ideas and resources.

- a. [Booth exhibit contents.](#)
- b. [Booth exhibit interactive ideas.](#)
- c. [Best practices for a recorded or live interactive video.](#)
- d. [Virtual career cards information and specifications.](#)



Front of Card



Back of Card

5. ***I agree to provide at least two exhibit assistants representing occupations featured in your exhibit to answer chat questions.***
  - a. Please confirm “Yes” or “No.”
6. ***I will provide names of each individual that will assist with our exhibit at MiCareerQuest. The Exhibit Roster is due to my West Michigan Works! representative by March 19, 2021 (includes link to MiCQ 2021 Exhibit Roster document).*** There will be three (3) 90-minute sessions. During each of these sessions we suggest you have at least two staff to monitor the chat functions and a possible third person if you decide on a live interactive video. No additional staff are needed for a recorded video.
  - a. Please confirm “Yes” or “No”.
7. ***Brief description of your exhibit.*** Please provide a description of primary features and focus of your exhibit.
8. ***Occupations to promote.***
  - a. List occupation titles, not job titles. For example: Database Administrator, Medical Assistant, Project Manager, Welder.
  - b. Limit to four—one occupation per box.
9. ***Confirm that the occupations listed above have been entered on the Virtual Career Card spreadsheet (located in Basecamp “Docs & Files” folder).***
  - a. Select “Yes” or “No”
  - b. If “no,” you will be asked to confirm that you agree to have the data submitted by March 19, 2021.
10. ***Will there be additional organizations such as education partners participating in this exhibit?***
  - a. Please confirm “Yes” or “No.”



- b. If you have multiple organizations at your exhibit, a new question will appear. Within the provided fields, please list each organization and provide the name of a contact person and their email address for each participating organization.
11. **A current logo is required to be uploaded for EACH participating exhibitor.** A png file with a transparent background is preferred. We recommend asking your marketing department for the appropriate logo file.
- a. You can upload your logo file within the registration by clicking “Browse...”

### Page 3: Booth Content Links and Documents

If you have trouble uploading any of your exhibit booth contents through this form due to file size, etc., you can upload your files to the MiCareerQuest DropBox

here: <https://www.dropbox.com/sh/r7o9797w6y7dcrl/AACRGJUkPRwoUrAxF-rDLQgfa?dl=0>

#### 12. Interactive Video - REQUIRED

- a. Select the type of interactive video you will provide in your exhibit.  
**At least one video type must be selected.**
  - i. Select one: “Prerecorded Video” or “Live, Interactive Video.”
  - ii. Once selected, you will have the ability to upload a previously recorded video or enter the appropriate link to join the live video via a video conference/virtual meeting service.
- b. **For prerecorded video: Please upload your pre-recorded, interactive video.** Videos will be placed on the MiCareerQuest YouTube Channel, and links to the video will be added to your virtual booth.
  - i. Files accepted are mov, mp3 and mp4. Note: videos taken on iPhone or Android mobile devices are in mov format and acceptable.
  - ii. Only one file is permitted, and it may not exceed 50 megabytes.
  - iii. Videos should be 2-3 minutes long.
  - iv. If your video exceeds the maximum size, please download [Movavi](#), a free video conversion application, to compress your video. Watch a 1-minute tutorial [here](#).
- c. **For live, interactive video: Please select which live video service you will be using from the options below.** NOTE: Zoom is the preferred video conference/virtual meeting service. If using Zoom, you will need a paid license (Pro or higher with at least two licensed users in your organization), due to the 40-minute time limitation and passcode requirements. If this isn’t possible, please use Google Meet. If you use a video conferencing/virtual meeting service other than Google Meet or Zoom, it may be blocked by the participating school's firewall.
  - i. Please confirm “Google Meet,” “Zoom” or “Other.”
  - ii. When you select your preferred video conference/virtual meeting service you will be prompted with an additional question to provide a meeting link.
  - iii. To provide the most interactive live video experience possible, please upload a time schedule ([see example here](#)) for your live video sessions. Remember that live videos/interactions/demonstrations should be 2-3 minutes long. Repeat the live videos/interactions/demonstrations every 5-10 minutes based on how much set-up time you need between interactions.

13. **Additional activity(ies) or information related to the occupation(s).** Please upload a PDF of a take-home, or follow-up activity, that outlines related skills or trainings needed.
14. **Additional activity(ies) or information related to the occupation(s).** Please provide external links to a webpage hosting a quiz, poll or video in the spaces provided.
15. **Additional informational video(s) related to the occupation(s).** Please provide a link to a video housed on YouTube or Vimeo in the spaces provided.
16. **Other.**
  - a. This is your chance to be creative! If you have other activity ideas, please describe them in the space provided, or reach out to your industry council lead at West Michigan Works! for further review.

Once you submit your registration, you will receive an email from Alchemer confirming your registration information. Included in the email is an edit link should you need to amend your information. If you have additional questions, please reach out to your Industry Council Leader list below.

**Advanced Manufacturing:** Jerry Hill – [jhill@westmiworks.org](mailto:jhill@westmiworks.org)

**Agribusiness:** Joe Thiry – [jthiry@westmiworks.org](mailto:jthiry@westmiworks.org)

**Construction:** Mac Dodds – [mdodds@westmiworks.org](mailto:mdodds@westmiworks.org)

**Health Sciences:** Ally Mills – [amills@westmiworks.org](mailto:amills@westmiworks.org)

**Information Technology:** Anne Pentiak – [apentiak@westmiworks.org](mailto:apentiak@westmiworks.org)







## MiCQ 2021 Booth Contents

- **Exhibit Booth Components (required elements):**

- **Interactive video (recorded or live)**
  - Recorded: Recommended video length is two to three minutes, but no more than five minutes.
  - Live: exhibitor hosts a live video(s) stream:
    - Showcasing an occupation via a demonstration that allows for virtual participation or engagement. The demonstration must be repeated or continuously offered throughout the event, or;
    - Students access a live video stream and can chat via video with a local professional.
      - Allowable video platforms for live streaming (such as Zoom or Google Meet) will be provided to exhibitors in January.
  - Interactive Examples: For ideas on how an exhibitor can incorporate an interactive element into a live or recorded video, click [here](#).
- **Virtual Career Card**
  - Click [here](#) to learn more.
- **Group Chat (with at least two exhibitor assistants answering questions)**
  - The group chat allows all attendees to see questions that had been asked, and answered, prior to their visit. This will alleviate repetitive questions. Like many live videos (i.e., Facebook Live, Instagram Live, etc.) some questions will go unanswered. If there is dialogue between you and the students that is what's important.
- **Additional activity or information related to the occupation(s)**
  - Include a PDF of a take-home or follow-up activity or that outlines related skills or training needed.
  - Provide an external link to a webpage hosting a quiz, poll or video.
- **Informational Videos**
  - Must be related to occupation
  - Can be collaborative
- **Other**
  - This is your time to be creative! If you have other ideas, please contact your industry council lead at West Michigan Works! to review.

- **Exhibit Booth Components NOT Allowed:**

- Recruitment materials
- Company specific materials
- Links to your organization's website or social media platforms



## MiCQ 2021 Booth Contents

- **Interactive Examples:**

- Ask student to **perform a task** that would be related to occupation.
  - To connect with an employer LIVE, include a Zoom link.
  - Pre-recorded videos can be attached as a link to your booth.
- \*\*\*Keep mobility and items the student would have within reach in mind.
- Following your video, direct students to an external **quiz** to test what they learned.
- Incorporate a **poll** within your video to gauge the students' knowledge about the occupation.
- Ask students a **question** at the beginning and end of your video. Have them answer the question in the group chat.

- **Examples by Industry:**

- **Agribusiness** – Create a video that demonstrates supply and demand. Direct students to participate in a quiz that tests their supply and demand knowledge following your video.
- **Advanced Manufacturing** – Demonstrate quality measures in your video and ask students to apply those measures to something nearby. Their desk, tablet, shoe, clothing, etc.
- **Construction** – Have students take a “home safety quiz” and then demonstrate how they can disaster proof their own living space.
- **Health Sciences** – Ask students to take their resting heart rate, then have them move in place for a minute. Have them log their results in the group chat.
- **Information Technology** – Demonstrate how hackers can access their passwords and take them to an external link to test the strength of their own passwords.



## Live Virtual Meeting & Prerecorded Video Best Practices

Whether you choose a pre-recorded video or to connect with students live during MiCareerQuest 2021, here are a few tips to make your video look professional.

### Live Meetings

- If you choose to have live interactions with students, please use [Zoom or Google Meet](#). If you do not have access to either Zoom or Google Meet, please note that some school systems' fire walls may block other live video platforms, like Cisco Webex, Microsoft Teams, etc. If you have any questions or concerns, please connect with your industry's council lead at West Michigan Works!
- Zoom is the preferred platform as it has the capacity to host more participants. When using Zoom, check with your IT department to ensure you have the *large meeting license* added to your Zoom account. Most companies have a pro account which allow companies to host meetings longer than 40 minutes and with a capacity of 100-1000 participants. We prefer to have all exhibitors who are planning live interactions to have a pro account for 1000 participants. Upgrades can be purchased for one month. If your pro account is limited to less than 1000, please indicate this in your exhibitor registration.
- If you choose to use Google Meet for your live interaction, please note that Google Meet has a capacity of up to 100 participants.
- Regardless of which platform you use, please follow these steps:
  1. Create your live meeting the same way you set up any Zoom or Google Meet meeting and provide the link and the passcode (if needed) in your exhibitor registration. Once we receive the links, we will upload link to your virtual booth.
  2. Create a [time schedule](#) when you plan to go "live" during MiCareerQuest and include on your Exhibitor Registration form.
    - a. Remember that live videos/interactions/demonstrations should be 2-3 minutes.
    - b. Repeat the live video/interaction/demonstrations every 5 to 10 minutes based on how much set up time you need between interactions.
    - c. Use the same link for all video interactions/demonstrations. Students will rotate and login to view the next live video interaction.

- d. Between live interactions/demonstration, turn off your video and audio, but **DO NOT** log out of the live meeting.
- e. While your audio and video are off, you can screenshare a document that informs students when your next session will begin, i.e. *The next session will begin shortly. Please note that live interactions will begin every 10 minutes starting at 9 a.m. (9:00 a.m., 9:10 a.m., 9:20 a.m., 9:30 a.m., etc.)*
- f. When you are ready to start your next live interaction/demonstration, turn on your video (camera) and audio and begin.
- g. Students will use the chat function to ask questions. Have one or two extra staff available, especially during live demonstrations, to interact with students.

## How to Set Up Your Zoom Meeting for Live Interactions

1. Go into your Zoom account and schedule a “New Meeting.”
2. Under Topic of Meeting – Create a Title that describes what you will address.
3. Duration on Meeting – add 6 hours. Starting time is 9 am. You and all participants will use the same zoom link to access the live meeting/video.
4. Under Security – Check passcode. DO NOT CHECK WAITING ROOM. Participants will use the passcode provided to access the live meeting. *If you choose waiting room, students will need to be admitted one at a time into each session.*
5. Under Video – Check Host Video “On” and Participants Video “Off.” Participants can choose to be on video.
6. Remember to record your meeting. You can save it locally or in the cloud.
7. Copy the Zoom link and passcode to your Exhibitor Registration form.

## How to Set Up Google Meet for Live Interaction

1. Go to Google Meet.
2. If you want to start a new meeting, click New Meeting.
3. Choose an option -Schedule in Google Calendar
4. Create a title that describes what you will address.
5. Add date and open meeting from 9 am -2 pm
6. Click on the “Copy Meeting Link” to share link on you Exhibitors Registration form.
7. Remember only the first 100 participants will be able to access your live meeting.

## Things to Remember When You Are Connecting Live

- Use the same Zoom or Google Meet link to access your live sessions.
- Do not log off from the meeting link. Between each interaction, turn off your audio and video.

- Between interactions, screenshare a document so students are aware of your next live demonstration.
- Stick to your schedule.
- ***Have fun!***

## Additional Tips

- Start your video/livestream with a clear “What’s in it for me?” (WIIFM) statement. Do not spend that valuable first 10 seconds introducing yourself or covering housekeeping tips.
- Create a “hook” that immediately engages the viewer in your content. For example: *Did you know that art students are highly employable in the construction industry?*
- Make it clear what you intend to accomplish during this recording.
- Keep information short and to the point.
- Inform the participants that they will have the ability to download additional tools and information and include supplemental resources such as brochures, quizzes, and other videos in your virtual booth. Additional resources should be uploaded and/or linked to your Exhibitor Registration form.

## Prerecorded Videos

You may use Zoom to create a pre-recorded video. If you have Google Meet you will need to upgrade access to either the Business Standard or Business Plus to record a video.

Pre-recording your video using Zoom meetings is like hosting a meeting, however, no one is present. Simply start your Zoom meeting and discuss what you plan to share and when completed, end the video/meeting.

If you don’t want to use Zoom to record your video, your mobile device can be used for this purpose. Now, more than ever, mobile video recording has never been easier. Simply pull the smartphone from your pocket, click record, and you have footage you can edit and distribute instantly. Once recorded you can use a video production software to create and edit your video such as [Movavi](#).

When you have finalized your prerecorded video, upload the link to your Exhibitor Registration form. Your video will be saved to the West Michigan Works! YouTube Channel and link will be uploaded to your virtual booth.



## Video Size

Videos uploaded to the Exhibitors Registration form should be no larger than 50 mb which is a 3-minute video. If longer, download [Movavi](#) free application to compress your video. Watch 1-minute tutorial [here](#).

## Framing and stabilizing

Nothing says “unprofessional” like footage that is bouncing up and down. As a result, you should prioritize securing a steady shot.

- Placing your phone or tablet onto a stand or tripod.
- If you do not have one, check with your marketing or IT department or see link for [tripods for purchase on Amazon](#)
- Position phone or tablet horizontally, as “widescreen” is preferable for most video.
- You may also use your laptop.

Next consider framing in the shot.

- If it is a single presenter, use a mid-shot from the torso.
- If it is multiple presenters or a lot of movement, use a full body shot can work and make sure to leave enough room for the head, as that should not be cut off in the frame.

## Lighting

Lighting is critical. Here are a few suggestions.

- Use a three-point lighting setup. This is a light to the left and right of the presenter, to prevent unflattering shadows, while a third light illuminates the background for depth.
- Consider purchasing a ring light available on Amazon, or comparable sites.
  - Link to ring light on [Amazon](#)
- If you are unable to purchase lighting, simply pointing any light source towards the subject matter will help. Even positioning yourself, if you are the subject matter, near a window for natural light can work.
- Avoid having a large lighting source behind you, such as a window, as this can create a talking silhouette scenario.
- Do a practice run in the location you plan to livestream you video. Check the lighting quality and adjust lighting as needed.

## Audio

This can be the biggest challenge. Here are a few options:

- Check to see if your marketing/communications department have a lavalier microphone that you can connect to your mobile device. Lavalier mics can clip onto the presenter to pick up their audio. Another option is to purchase a [Lavalier Microphone on Amazon](#).
- If you cannot use any external microphone and you are the presenter, make sure your smartphone, tablet or laptop is positioned as close to you as possible.
- Try to eliminate as much background noise as possible. Turn off your heater or air conditioner while you are live streaming and silence all phones.
- Place signage in and around the area you are streaming to let others know to cut down on interruptions.
- If surrounding noise is unavoidable, i.e. loud machines, multiple conversations, traffic, etc. plan to record your video vs going live. Here are some tips:
  - Break up your video into 3 parts. In the first part, introduce the subject matter and explain what viewers expect to see. Record this first part in a quiet area.
  - Next, move and record only video in the noisy location.
  - Follow up with an explanation to viewer on what they just watched. Again when recording the summary, plan to be in an area with little noise and distractions.

## Connection and Power Usage

- Check your internet connection prior to your live meeting.
- Have an alternate power source available rather than just an internal battery.
- Plug your phone, or tablet, into an outlet.
- Have an external battery pack available if unable to plug in your device. Check with your marketing/communications department to see if they have any external battery packs that work with your device.

## Enable “Do Not Disturb” mode

iOS and Android devices have a “Do Not Disturb” mode. This silence calls and general notifications. As a result, it allows you to focus on the broadcast and what is visible on screen and not have to worry about an incoming call for example. However, it does not stop alarms from going off, so make sure you have not set an alarm that will go off during the broadcast.

[Check here](#) for setting up “Do Not Disturb” on your iPhone or iPad. [Check here](#) for setting it up on your Android device.

## Need Inspiration?

If you are looking for additional videos to describe an occupation, please sign up to use a free resource called [Edpuzzle](#). The Edpuzzle platform allows users to find videos on YouTube, National Geographic, Khan Academy, TED Talks and more, and turns videos into a lesson.

To use Edpuzzle, sign up as a teacher using your personal email address. The platform is primarily used by educators, so when prompted for your school name, please add West Michigan Works. Once you are on the platform, open the “?” (question mark) icon in the right-hand corner of your screen and review the first 3 tutorial videos which will take 5 minutes. After viewing the tutorials, you will know how to find and update any video from their library. Use the search box to find videos on your occupation or topic of interest.

Once you have found an occupational video you like and want to include it in your exhibit, simply add the link to your Exhibitor Registration form.

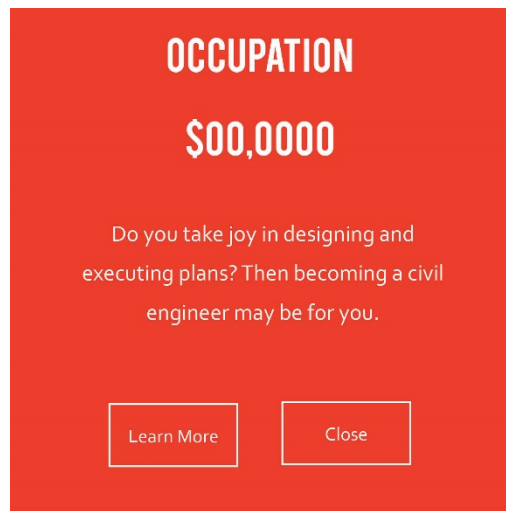
## MiCQ 2021 Booth Contents

### Virtual Career Cards

A virtual career card will be created for each unique occupation highlighted at MiCareerQuest. An exhibit may include up to four virtual career cards per booth. Since only card will be created per occupation, multiple booths may display the same card(s) if several are highlighting the same occupation. Like a trading card, the virtual career card will give students an overview of the occupation, the related skills and education it requires, average annual wage, and an image of a person working in that position (preferably a photograph of a local professional, on-the-job). Below is a template of the content to be provided on the front and back of each Virtual Career Card.



Front of Card



Back of Card

- Can I see an example of a virtual career card?

Below is a snapshot of the front and back of a virtual career card for the construction industry. For more examples visit: <https://www.byf.org/explore-careers/trading-cards/>.



Front of Card



Back of Card

- What do I need to create virtual career card?
    1. Photograph of a local professional working on-the-job. Photo guidelines are provided at the end of this document.
      - a. Upload the photograph to the “Virtual Career Cards” folder located in your industry’s 2021 Basecamp project in the “Docs & Files tab.”
      - b. Label the photograph as: Occupation Name\_Name of Person in Photo.
        - i. It is important that our virtual career cards highlight a diverse and equitable workforce. Students want to see someone that looks like them working in the occupation. Consider gender, race, ethnicity and physical ability when selecting the individual who will represent the occupation on the front of the card.
    2. Signed [Media Release Form](#) from person photographed
      - a. Upload the signed media release form to the “Virtual Career Cards” folder located in your industry’s 2021 [Basecamp](#) project in the “Docs & Files” tab.
      - b. Label the Media Release Form as: Occupation Name\_Name of Person in Photo.
        - i. If a photograph of a local professional cannot be obtained, the MiCQ marketing team will select a stock photo for the card.
    3. Complete the “[Virtual Career Card Information Sheet](#),” for each occupation to be highlighted in your exhibit booth (max four occupations). You will need to provide the following information:
      - a. Contact Name (name of person filling out information sheet).
      - b. Name of person photographed.
      - c. Occupation name.
      - d. Employer generated question or statement related to the occupation.
        - i. Example: “Do you like to work outside?” or “Are you a visual person?”
- See “back of card” above, for more examples

#### PHOTOGRAPH GUIDELINES FOR FRONT OF VIRTUAL CAREER CARD

- The photograph should be from the waist up, with no more than two inches of “empty space” above and on both sides of the subject. See photo template below for sample of acceptable space/margins on photo.
- Preferably, the photo should be taken on the worksite, with no background motion in the photo.
- Ensure there is adequate lighting—bright or natural light is best.
- The person should be in their work attire, or uniform, and incorporate tools if applicable. Example: hardhat, stethoscope, welding mask, etc.
- Photographs taken from a cell phone are acceptable.



**Reminder!** It is important that our virtual career cards highlight a diverse and equitable workforce. Students want to see someone that looks like them working in the occupation. Consider gender, race, ethnicity, and physical ability when selecting the individual who will represent the occupation on the front of the card.



## Live Video Demonstrations for Phlebotomy

### Session One

9:00 a.m.	9:10 a.m.	9:20a.m.
9:30 a.m.	9:40 a.m.	9:50 a.m.
10:00 a.m.	10:10 a.m.	10:20 a.m.

### Session Two

10:40 a.m.	10:50 a.m.	11:00 a.m.
11:10 a.m.	11:20 a.m.	11:30 a.m.
11:40 a.m.	11:50 a.m.	12:00 p.m.

### Session Three

12:35 p.m.	12:45 p.m.	12:55 p.m.
1:05 p.m.	1:15 p.m.	1:25 p.m.
1:35 p.m.	1:45 p.m.	1:55 p.m.



## FAQs

### **General Event Questions**

[Who is organizing MiCareerQuest and how is it funded?](#)

[What is the schedule for MiCareerQuest?](#)

[Where will MiCareerQuest take place?](#)

[How many students are expected to attend?](#)

### **Donation/Sponsorship Questions**

[What is the cost associated with exhibiting as part of MiCareerQuest?](#)

[Are donations to MiCareerQuest tax-deductible?](#)

[When and how do I make an industry sector or sponsorship donation?](#)

### **Exhibitor Questions**

[Can educational institutions exhibit at MiCareerQuest?](#)

[What makes a good exhibit?](#)

[What is the layout of MiCareerQuest?](#)

[What should I include in the virtual exhibit booth?](#)

[What is the deadline to register my exhibit information?](#)

[What if I need to make adjustments to my exhibit description?](#)

[What about signage?](#)

[What should I wear?](#)

[How many people do I need to staff my booth?](#)

[Can I take photos or film MiCareerQuest?](#)

[Can I have sign-up sheets to collect personal information or distribute business cards?](#)

[Who do I contact if I have additional questions?](#)

### **Educator Questions**

[When is the student registration period?](#)

[How does the Waitlist work?](#)

[Who do I contact if I have questions regarding my registration?](#)

[How can I get my questions answered?](#)

[How do I prepare my students for MiCareerQuest?](#)

### **Who is organizing MiCareerQuest and how is it funded?**

MiCareerQuest was created in 2015 by Michigan Works! Kent, Allegan & Barry Counties (now West Michigan Works!), Kent ISD and the Construction Workforce Development Alliance (CWDA) in response to employers' need for future talent in Advanced Manufacturing, Agribusiness, Construction, Health Sciences and Information Technology.

MiCareerQuest™ is an employer-driven event. Employer champions—assisted by West Michigan Works! staff—drive employer participation and the creation of student activities. Student participation is coordinated through regional ISDs.

The event is funded by donations from participating employers, associations, and corporate and education sponsors. [See MiCareerQuest sponsors page >](#)

### **What is the schedule for MiCareerQuest?**

Wednesday, April 21, 2021 - MiCareerQuest

Session 1:	9:00 a.m. – 10:30 a.m.
Session 2:	10:30 a.m. – 12:05 p.m.
Lunch:	12:00 p.m. – 12:30 p.m.
Exhibitors log back in:	12:30 p.m. – 12:35 p.m.
Session 3:	12:35 p.m. – 2:05 p.m.

### **Where will MiCareerQuest take place?**

MiCareerQuest is going virtual using a robust tradeshow platform that allows us to keep the most critical pieces of this event—the student/employer interaction—while keeping everyone safe.

### **How many students are expected to attend?**

We can accommodate up to 10,000 per session for a total of 30,000 students.

### **What is the cost associated with exhibiting as part of MiCareerQuest?**

There is no cost to employers to participate in MiCareerQuest. Each industry sector is responsible for raising \$15,000 to cover the cost of the event. These fundraising efforts are led by the sector's employer champion. Exception: Exhibitors are responsible for covering any additional costs specific to exhibits, such as purchasing of tripods, light rings or other equipment and materials needed for creating the prerecorded and/or interactive videos.

Educational institutions may exhibit during the event as part of a sponsorship. You can find more information on the [Exhibitor Page](#).

### **Are donations to MiCareerQuest tax-deductible?**

Yes. ACSET, the fiduciary for the event, is a governmental unit as defined in Internal Revenue Code (IRC) Section 170 and is a public charity according to IRC Section 170 and IRC Section 509. ACSET provides no goods or services as consideration for your contribution.

## When and how do I make an industry sector or sponsorship donation?

1. You can include your sponsorship information on your [employer commitment form](#) and submit to your industry council lead, submit your donation through our website on the [sponsorship opportunities page](#), or contact Kiersten Schulte at [kschulte@westmiworks.org](mailto:kschulte@westmiworks.org) to arrange your donation.
2. You will be invoiced by ACSET – West Michigan Works! for the donation amount.
3. All pertinent information will be included on your invoice.
4. You can view [sponsorship opportunities and benefits](#) on our website.

## Can educational institutions exhibit at MiCareerQuest?

To exhibit at the event, an educational institution must be a sponsor of the event. [Learn more >](#)

## What makes a good exhibit?

All exhibits should be highly interactive and targeted towards students 14-18 years of age. The best exhibits are those that illustrate some aspect of the career you're highlighting. For useful tips on how to create an impactful exhibit, read our [MiCQ Booth Contents](#), [MiCQ Interactive Booth Examples](#) and Best Practices documents.

## What is the layout of the MiCareerQuest?

Attendees do not need to download or invest time in learning a new software. The platform mimics the dynamics of a physical conference making it easy to navigate. Students will receive a unique login to access the platform.

They will start their journey from a virtual lobby and enter the exhibit hall to interact with sponsors and industry sectors.

## Visually Rich Virtual Environment

### Virtual Lobby



MiCareerQuest

The virtual fair platform incorporates a Help or Information Desk staffed by our technology provider to ensure that all guests' questions are promptly answered and any unanticipated technology issues are addressed quickly, for seamless event navigation and engagement.

## Visually Rich Virtual Environment

### Info Desk



MiCareerQuest™

Just like an in-person event, the virtual platform features “exhibit halls” for each industry sector. The example below is from a food and beverage conference. Each of our industry groups, agribusiness, advanced Manufacturing, construction, health sciences, and information technology will have their own exhibit hall.

## Visually Rich Virtual Environment

### Exhibit Hall



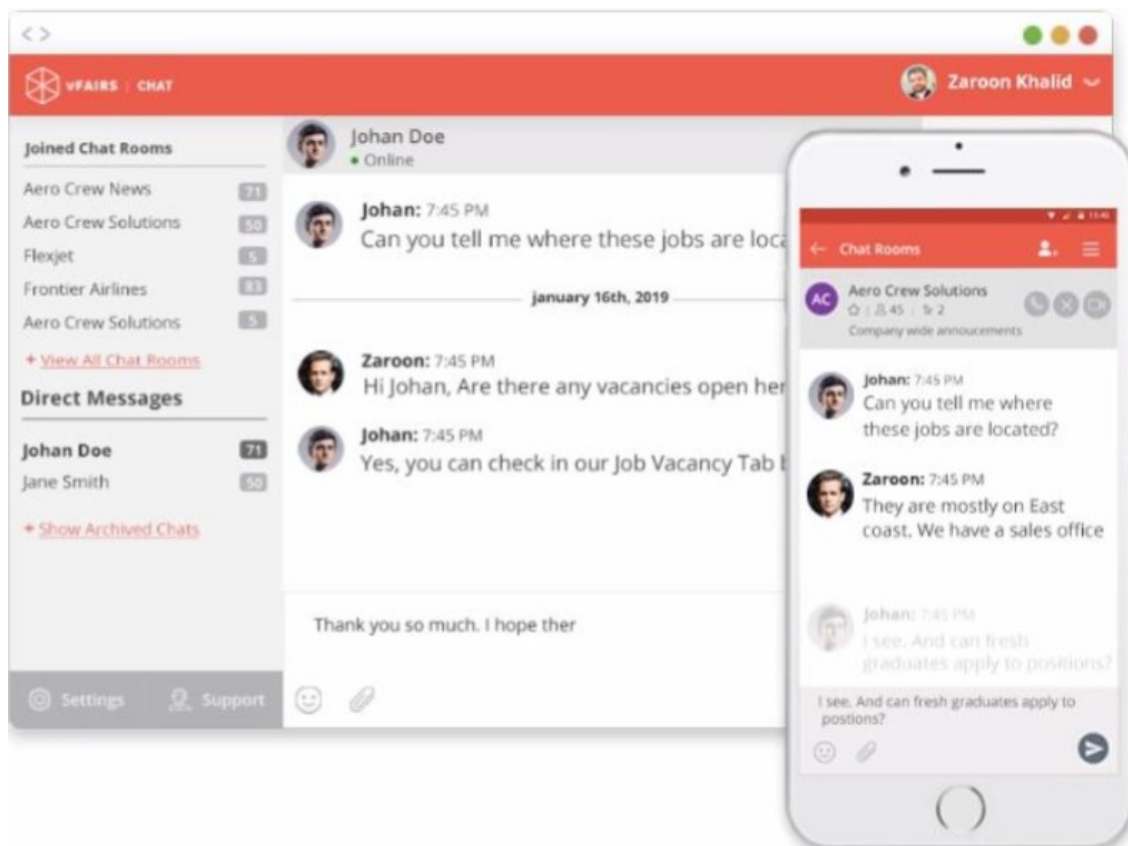
MiCareerQuest™



Mimicking the feel of a real-life event the virtual platform provides each exhibitor with custom-designed booth and staff avatars to represent company representatives, as shown below. Each employer will be provided a unique link to access their booth on the day of the event. West Michigan Works! and vFairs will provide comprehensive training on building out your booth.



Engagement is key in creating an interactive and enjoyable experience for employers and students. Employers can start conversations with attendees using text, audio or video in a 1:1 or group chat setting (see below).



### **What should I include in the virtual exhibit booth?**

Exhibitors need to provide either:

1. a live streamed or recorded interactive video,
2. career card and
3. staff to manage the chat function.

Additional materials for the booth can include photos, videos, PDFs, information sheets, additional videos, polls, quizzes, and games focused on the highlighted career.

For more tips on how to create an impactful exhibit, read our [MiCQ Booth Contents](#), [MiCQ Interactive Booth Examples](#) and Best Practices documents.

### **What is the deadline to register my exhibit information?**

The deadline to register your exhibit is March 19, 2021.

### **What if I need to adjust my exhibit description?**

Changes to your exhibit can be made through March 26, 2021. Please consult with your Employer Champion or Industry Council Lead.

### **What about signage?**

Because the mission of MiCareerQuest is to promote an industry, as opposed to individual companies, company logos or signs are not allowed. Each exhibit can create their own name and signage as it relates to their featured occupation(s).

### **What should I wear?**

Exhibitors should wear what they typically wear to work. For example, if you work in the health sciences industry and wear scrubs, plan to wear scrubs for the virtual event. Please refrain from wearing any clothing with company names or logos.

### **How many people do I need to staff my booth?**

During each session, plan to have at least two people available to monitor the chat function. If you run a live stream demonstration, you will need staff to conduct the live demonstration for each session. Depending on the demonstration you may need 1-3 people.

### **Can I take photos or film MiCareerQuest?**

Yes. Exhibitors may videotape or take photos of their exhibits.

### **Can I collect personal information or distribute virtual business cards?**

No recruitment activities are allowed during MiCareerQuest. We will provide a list of dates and locations of any participating counties' career fairs following this event where you can recruit. Due to COVID-19, we are not aware of any career fairs scheduled.

### **Who do I contact if I have additional questions?**

If you have additional questions, please reach out to your Industry Council Lead.

#### **Advanced Manufacturing**

Jerry Hill [jhill@westmiworks.org](mailto:jhill@westmiworks.org)

#### **Agribusiness**

Joe Thiry [jthiry@westmiworks.org](mailto:jthiry@westmiworks.org)

#### **Construction**

Mac Dodds [mdodds@westmiworks.org](mailto:mdodds@westmiworks.org)

#### **Health Sciences**

Ally Mills [amills@westmiworks.org](mailto:amills@westmiworks.org)

#### **Information Technology**

Anne Pentiak [apentiak@westmiworks.org](mailto:apentiak@westmiworks.org)

### **When is the student registration period?**

Registration begins Monday, November 30, 2020 at 9am. Registration will end for all counties on January 15, 2021 at 5pm. A waitlist will open once all counties are full.

### **How does the Waitlist work?**

Once the open slots for each county are full, a waitlist registration will become. At that point, educators from the waitlist will be contacted to fill any remaining slots that may have become available due to cancellations. Waitlist offers should be made the last week of February.

### **Who do I contact if I have questions regarding my registration?**

#### **Allegan Area ISD**

Name: Rich Okoniewski, AAESA Assistant Principal

Email: [rokoniewski@alleganaesa.org](mailto:rokoniewski@alleganaesa.org)

Phone: 269-512-7807

#### **Barry ISD**

Name: Mike Schneiderhan

Email: [mschneiderhan@barryisd.org](mailto:mschneiderhan@barryisd.org)

Phone: 269-838-8411

#### **Kent ISD**

Name: Eric Kelliher, Career Readiness Consultant & Dean of Launch U Career Readiness Email:

[erickelliher@kentisd.org](mailto:erickelliher@kentisd.org)

Phone: 616-365-2350

#### **Montcalm ISD**

Name: Penny Dora, Administrative Services Coordinator

Email: [pdora@maisd.com](mailto:pdora@maisd.com)

Phone: 616-225-613

**Muskegon ISD**

Name: Stephen Pettifor, Career Specialist - Eastern Region Email:  
spettifor@muskegonisd.org  
Phone: 231-767-3627

**Ottawa ISD**

Name: David Ladd, Career Development Facilitator Email:  
dladd@oaisd.org  
Phone: 231-578-3623

**How can I get my questions answered?**

If your question is not answered by the FAQs send an email to [info@micareerquest.org](mailto:info@micareerquest.org).

**What can I do to prepare my students for the event?**

Before the event you will receive an Educator Packet with tips, information, and activities to help you prepare your students for a meaningful and enjoyable MiCareerQuest experience. Training on how to use the virtual platform and ways to enhance student engagement will be provided to educators prior to the event. Your local ISD representative will forward information regarding training dates and times.