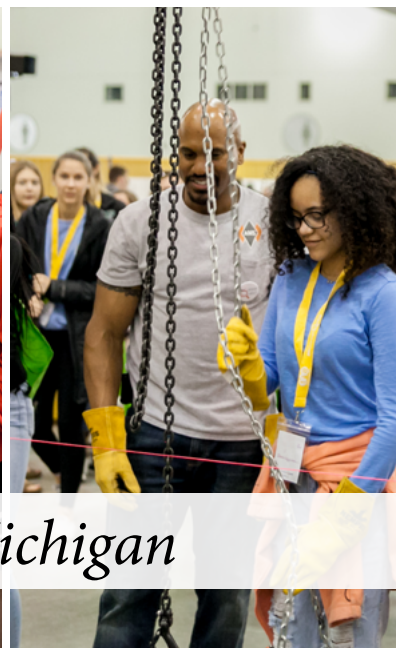
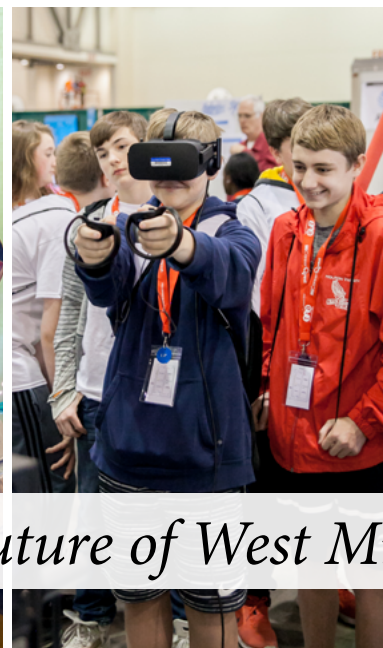


MiCareerQuest™

May 20, 2026 | 8:30 AM - 1:45 PM

DeVos Place, Grand Rapids, MI

Exhibitor Information & Resource Packet



Invest in the future of West Michigan



Exhibitor Guidelines

SCHEDULE OF EVENTS

Exhibit Set-Up: Tuesday, May 19.

Please visit micareerquest.org, or contact your employer champion or West Michigan Works!(WMW!) industry council lead for the **Move In/Move Out Schedule & Vehicle Display** rules for your industry's specific set up time.

MiCareerQuest: Wednesday, May 20 (8:30 a.m. – 1:45 p.m.)

Exhibitors must leave their display intact and staffed from 8:30 a.m. – 1:45 p.m.

TOURS

Wednesday, May 20

Guided VIP tours

- Will be conducted on Wednesday at 10:00 a.m. and 11:45 p.m. for industry VIPs, future exhibitors, superintendents, government officials and staffers, sponsors and the press.
- Guests must pre-register. Please consult with your employer champion or WMW! industry council lead if you would like to register someone

Self-guided tours

- Limited tickets available for industry guests. Please reach out to your industry lead for information.

COMPANY PROMOTION & SIGNAGE

The mission of MiCareerQuest is to promote an industry, as opposed to individual companies; company table skirting is not allowed. Each exhibit will be provided with signage noting the occupation(s), name(s) and logo(s) of participating organizations submitted on the registration form. *Limited banners enhancing career knowledge and understanding of career tracks will be allowed, with the goal to be to enhance career development.*

Signage must be approved prior to MiCareerQuest; please contact your employer champion or WMW! industry council lead.

Swag items are permitted only if they are produced, generated or earned by an attendee as part of the exhibit activity.

Distribution of papers such as brochures, promotional items, pamphlets and flyers are not permitted within the exhibit hall quadrants.

Sponsoring educators will have a 2x6 table located within an industry quadrant(s), and may advertise their training programs. Distribution of papers such as brochures, pamphlets, and flyers, are permitted at these vendor tables.

Please note that latex gloves and peanuts are not allowed at the event.

Please note that balloons are not allowed at the event venue.

EXHIBITOR & VOLUNTEER ORIENTATION

Wednesday, May 6

Two sessions will be offered in person at West Michigan Works!:

9:00 - 11:00 a.m. **OR** 2:00pm - 4:00 p.m.

215 Straight Ave. NW, Grand Rapids

WMW! will reach out to you regarding your registration. Please reach out to your employer champion or WMW! industry council lead with any questions or to change your attendance.

DRESS CODE

Exhibitors representing their trade should come dressed as they would on the job. They will receive a MiCareerQuest ID lanyard so that they can easily be identified as an exhibitor. Wearing apparel with your company logo is permissible. All personnel assisting with an exhibit on event day must be pre-registered to gain entry to the event. Please contact your employer champion or WMW! industry council lead with any questions.

Volunteers providing event assistance (not directly assisting with an exhibit) must wear a MiCareerQuest t-shirt. Note: If you did not receive your MiCareerQuest t-shirt prior to the event, you may pick it up on event day at the information desk in the Grand Gallery.

Comfortable Shoes: You will be standing for long hours on hard surfaces, so be intentional about your footwear:

- Your shoes will make or break your comfort. Avoid high heels and sandals; toe and foot injuries are common in areas where there is a lot of wiring for dozens of exhibits.
- Avoid wearing new shoes or you may wind up having aching, blistered feet by the end of the day. You may find bringing two pairs of shoes and changing mid-day helps reduce discomfort.
- The Exhibit Hall floor is concrete. The harder the floor, the more comfortable your shoes need to be.

STAY HYDRATED! It will be important to drink water throughout the day. Drinking water fountains are strategically placed within DeVos Place and bottled water will be available in your quadrant.

PARKING

There is a city parking ramp directly beneath DeVos Place. You can access the ramp from Michigan Street through the parking entrance on the northwest corner of the building.

Validation tickets will be available on May 19 and 20. Exhibitors will be issued one validation ticket per person, per day. Validation tickets will also work in the City-County building parking ramp located across from DeVos Place. **DO NOT PARK AT OTHER STRUCTURES SUCH AS ELLIS PARKING - OUR VALIDATION WILL NOT WORK THERE.** Please see Attachment A for additional parking information.

WIFI ACCESS

General wireless internet (1 gigabyte Internet connection) will be available to exhibitors on May 19 and 20. Login and password will be distributed by WMW! staff upon arrival.

EVENT STAFF

Volunteers: will be assigned to each industry quadrant from 8:30 a.m. – 1:45 p.m. They will help with student movement and are identified by bright t-shirts. They will be available throughout the day to answer any questions or provide assistance to exhibitors and volunteers unable to leave their stations. A WMW! staffed table will be located in each quadrant near the inner entrance/exit of each quadrant. The table will be identified by a black WMW! table cloth.

Steering Committee: Each industry has been assigned a dedicated industry council lead from WMW! and an employer champion who will be available throughout the event to assist and answer questions from exhibitors and volunteers in their quadrant.

DINING

On event day, a boxed lunch will be provided for all exhibitors and volunteers between 11:00 a.m. and 1:00 p.m. on the second floor skywalk at DeVos. **Please ensure you register for lunch by filling out the exhibitor assistance information request - we need lunch requests prior to the event in order to ensure we have lunches on hand.**

STUDENT TALKING POINTS:

The following are a few best practices to engage students as they walk through your exhibit.

1. Welcome students to exhibit with enthusiasm and energy!
2. Explain your job, your role in the job, and your education (on-the-job training, trade school, college, etc.).
3. Engage students in a hands-on activity.
4. Talk to students about the tools and technology you use.
5. Tell students what a day at work is like for you.

Sample Questions:

1. Do you have family or friends who work in _____?
2. Are you considering a career in _____? What seems interesting?
3. What do you think you wouldn't like about this job? (Dispel any myths)

SAFETY

Exhibitors and volunteers can help event and security staff by being an extra set of eyes and ears on the floor during the event. DeVos security will be present throughout the event to assist with any security needs. You are encouraged to notify DeVos security if you notice something suspicious or concerning.

All exhibitors, volunteers, and students will be clearly identified:

- Students and chaperones will be wearing a MiCareerQuest lanyard.
- Exhibitors will be dressed in their occupational clothing and will wear a MiCareerQuest lanyard.
- Volunteers will wear a MiCareerQuest t-shirt.
- Guests - A limited number of individuals who are not volunteering or working with an exhibitor may pre-register as guests for a guided tour of the exhibits. Guests will need to check in at the information desk upon arrival and will wear a pre-printed name badge so they are clearly identified.

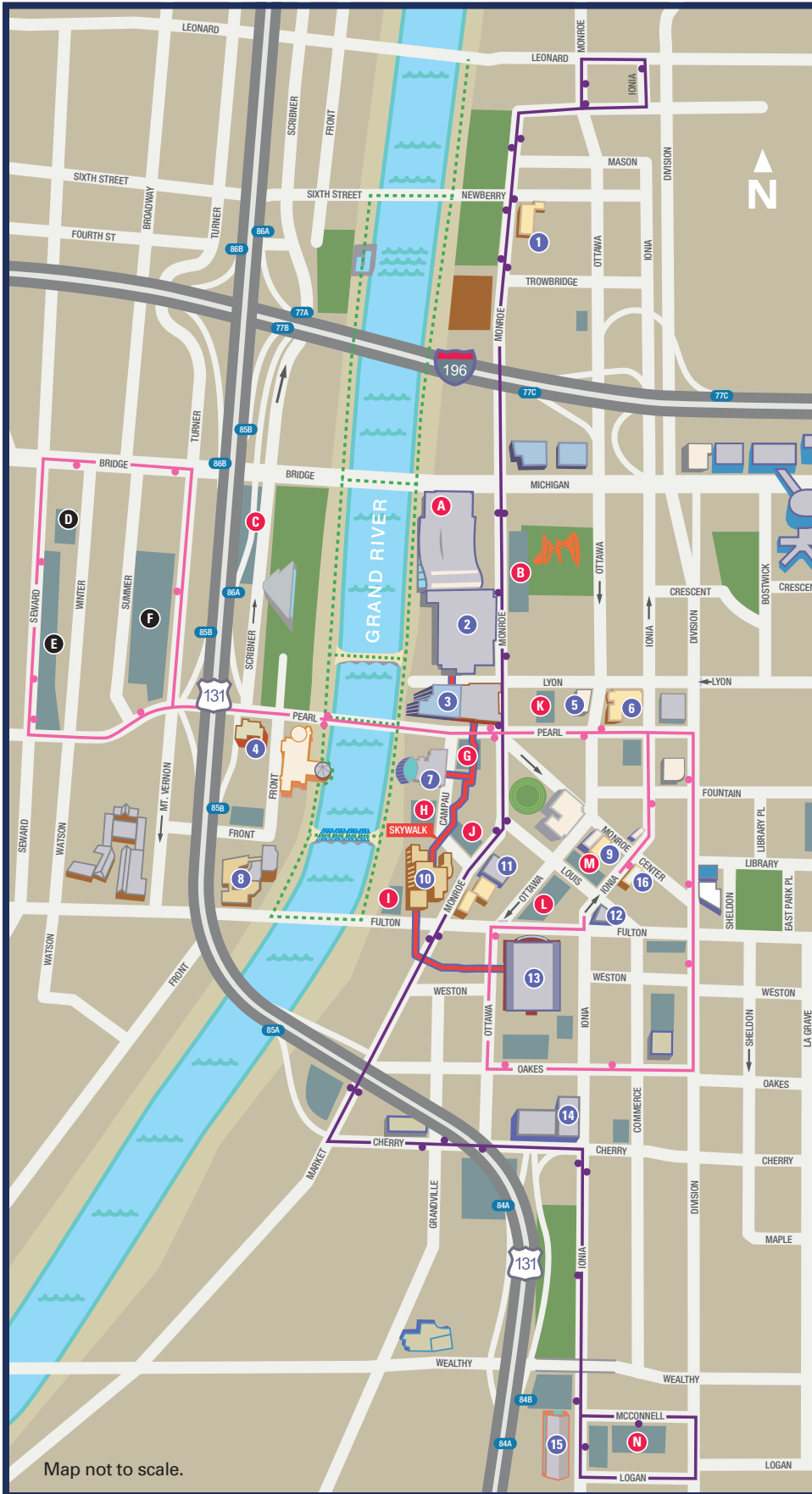
MiCareerQuest Follow Up

EXHIBITOR SURVEY

Tell us what you think! **In order to enhance the next MiCareerQuest experience, we depend on feedback from you.** An electronic survey will be emailed to you immediately following the event. Your input is critical.

The results of the both the Exhibitor and student/school survey results will be shared after the event.

DOWNTOWN GRAND RAPIDS PARKING



Map not to scale.

Downtown Hotels & Venues

- 1 Embassy Suites by Hilton, 710 Monroe Ave NW
- 2 DeVos Place Convention Center, 303 Monroe Ave NW
- 3 Amway Grand Plaza, Curio Collection by Hilton, 187 Monroe Ave NW
- 4 The Finnley Hotel, 65 Monroe Center NW
- 5 Holiday Inn Downtown, 310 Pearl St NW
- 6 Homewood Suites by Hilton, 161 Ottawa Ave NW
- 7 Hyatt Place, 140 Ottawa Ave NW
- 8 JW Marriott Grand Rapids, 235 Louis St NW
- 9 Eberhard Center, 301 W Fulton St
- 10 CityFlats Hotel, 83 Monroe Center NW
- 11 Downtown Courtyard by Marriott, 11 Monroe Ave NW
- 12 AC Hotel by Marriott, 50 Monroe Ave NW
- 13 Residence Inn by Marriott Grand Rapids Downtown, 40 Louis St NW
- 14 Van Andel Arena, 130 W Fulton St
- 15 Canopy by Hilton Grand Rapids Downtown, 131 Ionia Ave SW
- 16 Downtown Market, 435 Ionia Ave SW

Downtown Parking Locations and Rates

- A DeVos Place Ramp**
\$2/half hour - \$25 max.
\$10 evening rate after 5 pm, on weekends and during events
- B Government Center Ramp**
\$2/half hour - \$24 max.
\$9 evening rate after 5 pm and during events
- C Scribner Lot**
\$5 coin, cash or credit card (pay upon exiting) \$6 event rate
- D DASH Shuttle Lot – Area 8**
\$5 coin, cash or credit card (pay upon exiting) \$6 event rate
- E DASH Shuttle Lot – Area 9**
\$3 coin, cash or credit card (pay upon exiting) \$6 event rate
- F DASH Shuttle Lot – Area 7**
\$4 coin, cash or credit card (pay upon exiting) \$8 event rate
- G Amway Grand Plaza Ramp**
\$3/half hour; \$6/1 hour; Day Rate (up to 9 hours) - \$24
Max. Daily Rate - \$32; Overnight Parking for registered guests - \$35
Valet Parking - \$39; New day starts at 4 am; Lost Ticket - \$64
- H JW Marriott Ramp**
\$3/half hour; \$6/1 hour; Day Rate (up to 9 hours) - \$24
Max. Daily Rate - \$32; Overnight Parking for registered guests - \$35
Valet Parking - \$39; New day starts at 4 am; Lost Ticket - \$64
- I Courtyard Marriott Ramp**
\$4/1 hour; Day Rate (up to 8 hours) - \$25
Max. Daily Rate - \$32; Overnight Parking for registered guests - \$24
New day starts at 4 am
- J Louis Campau Ramp**
\$2/half hour - \$24 max.
\$8 evening rate after 5 pm and during events
- K Ellis Midtown Ramp**
\$3/half hour; \$27 max.
\$15 evening max rate after 5 pm
Overnight rate is \$32 per day
- L Ottawa Fulton Ramp**
\$2/half hour - \$24 max.
\$12 evening rate after 5 pm, on weekends and during events
- M Monroe Center Ramp**
(60 minutes free parking before 6 pm)
\$2/half hour; \$24 max.
\$8 evening rate after 5 pm, on weekends and during events
- N McConnell Lot**
\$1/hour - \$10 max.
\$8 evening rate after 5 pm, on weekends and during events

- DASH West Stops
- DASH North Stops

DASH (Downtown Area Shuttle)

FREE ride service runs Mon-Sat – get the Transit app (iOS & Android) for real-time schedules.

Street Parking

Download the Motu app (iOS & Android) for on-street parking payments.

RV & Bus Parking

Buses, RVs, vehicles with attached trailers and other oversize vehicles – call Traffic Safety (616-456-3000) for information.