



# Tools for Expo exhibitor recruitment

*Thank you to everyone who is working hard to recruit & retain exhibitors for the  
14th annual NW Youth Careers Expo on Tuesday, March 13, 2018.  
The event's coming up fast, so we appreciate your efforts.*

## Summary of tools

- **Yourself!** Your relationships and personal testimony are your best assets.
- **Website, Expo home page.** You can send people a link to the Expo page, where they browse the various sections themselves. [www.portlandworkforcealliance.org/expo](http://www.portlandworkforcealliance.org/expo).
- **One-minute video and photo gallery of the last Expo:** Helpful for people to visualize the event and get a sense of the energy, exhibits, students, etc. The link to this is on the Expo home page.
- **Website, exhibitor pages.** Links for online registration, lists of employers in each zone, etc.
- **Printable sponsor / exhibitor flyer.** Available on the Expo home page.
- **Sample communications: Electronic versions available. Ask staff and adapt as needed.**
  1. PWA sample letter template for more formal requests
  2. Sample PWA email sent through PWA event coordinator this fall

## Key messages you can use

**The Expo is a chance for YOU to strengthen and diversify your local pipeline of talent.**

- Connect with your future workforce
- Support Oregon students and teachers
- Showcase your company

**The 14<sup>th</sup> annual NW Youth Careers Expo is a statewide event with strong community support.**

- More than 6,000 students from 75+ high schools in 2017.
- Our 170+ exhibitors include top employers from every major sector
- 40 sponsors last year
- **More than 5,000 students have already registered this year!!!**

**The Expo's goals?**

- Introduce high school students to career opportunities
- Motivate students to continue their education after high school
- Connect employers to their future workforce