



## ATTEND A CAREER FAIR

### Employer Toolkit

*Career fairs present a hands-on, effective way for employers to connect with and recruit students at all levels. Use this guide to get ready to attend a fair near you and start building your talent pipeline.*

## PREPARE FOR THE FAIR

Follow the considerations below to help your organization get ready to attend a career fair:

- Reserve your booth space & confirm the dimensions.** This will inform the size of any signage or materials you bring. Remember to confirm any necessary access to outlets.
- Show off your brand!** Consider bringing a tablecloth, retractable banner, and other branded items to fill your booth space.
- Bring business cards and contact information.** Even better, come with a QR code that allows students to scan and stay in touch with you online.
- Compile SWAG for your target audience.** Incorporate custom corrugated products or free items in your display. If students walk away with your logo, that's a win!
- Use ICPF's packaged resources to fill your booth.** [Click here](#) to take advantage of our digital and printable resources.

## CONNECT WITH CANDIDATES ONLINE!

Digital connections are a great way to ensure that candidates can reach you after the fair. Consider outfitting your booth with a QR code that takes students to your website or social media profiles. Check out ICPF's [LinkTree](#) below as a source of inspiration. You can use this tool to compile several useful links in one location, accessible with just a tap!



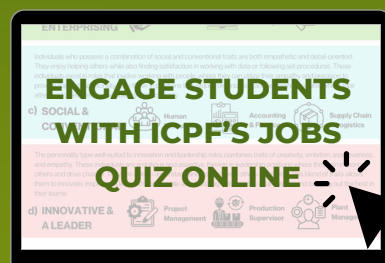
## RESOURCES AT THE READY - ICPF CAN HELP OUTFIT YOUR BOOTH!

Along with your own materials, ICPF has compiled several industry-wide templates and resources to share with job seekers and students about the value of a stable, rewarding career in the corrugated packaging industry. [Click here](#) and below to access our library of resources that will help bring your booth to life.

### CUSTOMIZE PHOTO BOOTH PROPS

#CAREERSINCORRUGATED

YOUR TAGLINE HERE!



### PRINT AN INDUSTRY CULTURE DOCUMENT

### SHOWCASE OUR INDUSTRY HIGHLIGHT VIDEO

