MiCareerQuest™

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

     ii.   Agribusiness: Joe Thiry – jthiry@westmiworks.org

   iii.   Construction: Mac Dodds – mdodds@westmiworks.org

   iv.   Health Sciences: Ally Mills – amills@westmiworks.org

    v.   Information Technology: Anne Pentiak – 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

Agribusiness: Joe Thiry – jthiry@westmiworks.org

Construction: Mac Dodds – mdodds@westmiworks.org

Health Sciences: Ally Mills – amills@westmiworks.org

Information Technology: Anne Pentiak – apentiak@westmiworks.org