5TH ANNUAL
LET'S GROW
STEAMX
IGNITE IMAGINATION • UNLIMITED POSSIBILITIES
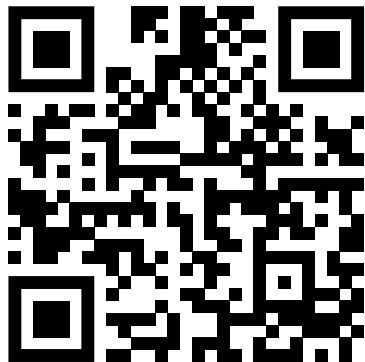
— **ALL VIRTUAL** —

YOUTH COLLEGE & CAREER EXPO

yccexpo.vfairs.com

EVENT OVERVIEW FOR
EXHIBITORS

www.letsgrowsteam.org/get-involved/

What is the YCCExpo?

The annual Youth College and Career Expo (YCCExpo) is the greater Columbus region's premier college and career education event. YCCExpo shows students the amazing diversity of career opportunities in our region, as well as the skills and education needed to pursue those jobs. Students 4th-12th grades can:

- **Explore** the region's amazing range of careers & the pathways to get there.
- **Hear** from diverse voices sharing experiences & tips.
- **Meet** leading employers, colleges & training programs via their virtual booths.

PURPOSE

Explore career interests & learn about top **employers, colleges** & **training programs** in the region.

TOPICS

- How to **Land a Job**
- **Networking** Essentials
- How to **Ace an Interview**

RESOURCES

150+ Employers/Colleges & Post Secondary Partners Representing Every Major Sector

Why do employers participate?

- **Educate the next generation.** Many students are unaware of the great careers in your field. They need to discover what options line in front of them and which paths to take to help them achieve their future goals.
- **Build your brand.** Through our virtual Exhibit Hall, students and educators can "visit" your booth to learn what you can offer each other. You can share materials, videos, and even host live Q&A sessions about their opportunities.
- **Grow your pipeline.** YCCExpo is a chance to connect with your future workforce.

Priority: Flexibility for Schools

For 2022, YCCExpo is all virtual. Our "live" event opens at 8:30am on February 16th and 17th. FREE pre-registration is required for students.

JOIN THE "LIVE" VIRTUAL EVENT

Registered attendees can attend anytime during the virtual expo on February 16th and 17th from 8:30am-3:00pm.

ACCESS THE CONTENT AGAIN FOR 30 DAYS

Attendees can also access all expo resources, such as booth content and on-demand college and career webinars, for 30 days afterward!

Exhibit Hall

Students learn about the region's range of industries, careers and the pathways to get there.

Mock Interviews

All exhibitors and supporters, please consider volunteering as a mock interviewer. Your positive guidance will greatly help prepare students for real-world interviews for jobs, internships, and college.

Contact yccexpo@letsgrowsteam.org to let us know you are interested in participating.

College & Career Readiness Seminars

Students will hear from diverse speakers about college and career advice and insights in our virtual auditorium.

Featured auditorium sessions include:

- #GotSkillz
- Think Like a Boss!
- Level Up!: The Importance of Internships
- and many, many more!

Engagement Opportunities

Students connect with companies, colleges, training programs and more!

- Meet leading employers and visit their virtual booths
- Get questions answered in exhibitor booths and in auditorium sessions.

During the live day, exhibitors may hold Zoom meetings for even more dynamic interaction!

Resources & Access

Students can take away materials and resources in their "digital backpack."

- Students can click through documents and videos and save them to their "digital backpack."
- Links to these items can then be sent to the students at the email they registered.
- Access to the backpack will be open for 30 days following the event.
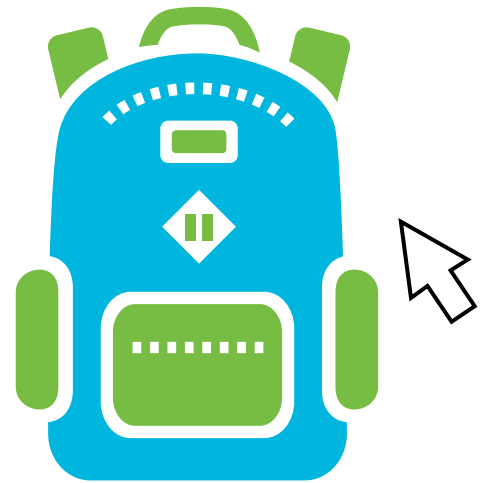
Interested in submitting resources for participants?
Contact us at yccexpo@letsgrowsteam.org

Leaderboard

Our leaderboard ensures high participation of our attendees. Students can win cool prizes and gift cards by visiting virtual booths, watching webinars and participating in mock interviews.

Interested in being a Swag Sponsor?
Contact us at yccexpo@letsgrowsteam.org

Exhibitors: How to Participate

Visit the LGSx website at www.letsgrowsteam.org/get-involved,
and sign up as a sponsor or an exhibitor by January 31, 2022.

Visit the LGSx website and sign up as a sponsor or exhibitor by January 31, 2022.

You will receive booth templates and other exhibitor resources.

Want to host a short career talk or "demo" in your booth? We can help get the word out. Contact us at yccexpo@letsgrowsteam.org

Need more info?

Visit the YCCExpo homepage on our site:
www.letsgrowsteam.org/yccexpo

Email:
info@letsgrowsteam.org

FIND US ON SOCIAL MEDIA AND SPREAD THE WORD!

Helping youth #befutureready

BEST PRACTICES FOR A SUCCESSFUL EXPO LIVE MEETING ON ZOOM

5TH ANNUAL
LET'S GROW
STEAMX
IGNITE IMAGINATION • UNLIMITED POSSIBILITIES

Settings and Safety Measures

For exhibitors that wish to host video or live content during the Let's Grow STEAMx (LGSx) Youth College and Career Expo on February 16th and 17, 2022. This is entirely optional and in addition to the Q&A feature select booths (Cultivator Level and above) will have for text format questions.

- **Decide on the time and content for your meeting.** Some options might include, but not limited to:
  - > Tours of facilities, offices or worksites
  - > Moderated panel discussions
  - > Demonstrations of skills or tools

- **Set up your meeting.** We strongly suggest using Zoom, as students are most familiar with this platform and it does not require students to download anything or create accounts to participate.
  - > If you do not have an account with Zoom, you may create a free account for group meetings. Note that free accounts will be limited to 40 minutes and <100 participants.

- **Plan for safety:** If you host a live talk as part of the Expo, we require that you have at least two adult representatives from your organization present. This is aligned with best practices around volunteer and student safety. No 1-on-1 interactions with students are permitted; thank you for understanding.

- **Share your meeting within your booth.** Use the "Content Links" in the Booth Setup to create a link to your meeting invite right from your booth. Also, add the times and content in the "Booth Description" so students can see what you plan to offer and when.
  - > For example: *"November 18, 2:00-2:30 PM – Join us for a live chat and demonstration of welding tools and tips to get started in a career in manufacturing!"*

- **Let LGSx know.** Share your talk topic and times with LGSx by email (yccexpo@letsgrowsteam.org) so we can help promote it. *Please inform LGSx of your plan to host a Zoom meeting in your booth no later than Friday, January 7th.*

- **Safety and security settings for your session.**
  - > Create a Waiting Room. A "Waiting Room" allows you to admit students when you're ready. This setting may be adjusted within your account before the meeting.
    1. Login to your account.
    2. Under "Personal", click "Settings"
    3. Select "Security" in the side menu, then toggle on "Enable Waiting Room"

Note: The host or co-host will need to "admit" students into the talk. Assume all attendees are students or educators. If an account looks suspicious, use your best judgment for admittance.

- **Plan to moderate the chat.** Use the settings within Zoom to ensure that only messages are sent directly to the host and not posted publicly. This is intended to avoid any potential disparaging or inappropriate content or behavior.

  This setting must be adjusted within your account ahead of time:
  1. **Before** starting the meeting, login to your account.
  2. Under "Personal", click "Settings".
  3. Select "In Meeting (Basic)" in the side menu, then toggle off "Chat"

  Students' comments will go directly to the host and can be answered live.

- **Use additional security features.** Once in the meeting, we advise that you adjust the following security features from the "Security" Menu.
  - > Enable the Waiting Room - checked/enabled
  - > Share Screen - unchecked/disabled
  - > Rename Themselves - unchecked/disabled
  - > Unmute Themselves - checked/enabled (depending your desired format)
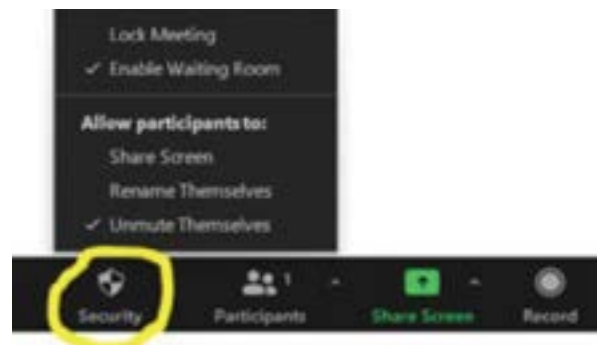
- **Record the session.** Recording the session to the cloud will allow your meeting link to become on-demand for students accessing the event later.
  - > Make sure the host is in active speaker view. Click the option to **Record.**
  - > Hosts will see the following recording indicator in the top-left corner while recording is active…