

31st Annual Career and Education Day

Saturday, February 18, 2017
George R. Brown Convention Center



Exhibitor Information

Dear Exhibit Hall Booth Coordinators,

Thank you once again for your support of the **31st Annual Career & Education Day on Saturday, February 18th, 2017**. Your booths are a critical component of the event, and we certainly appreciate your efforts, and those of your volunteers in making this year our best ever.

For distribution to your volunteers, we have compiled information related to “day-of” logistics and event specifics. Please forward the following information as appropriate.

Registration - All Exhibitors and Volunteers are requested to **register for the event at <http://www.signupgenius.com/go/30e0848a4a929abf85-volunteer1>**, and select the “Exhibitor” slot. It is located toward the bottom of the page, and it looks like this...



Check with your company’s Exhibitor Coordinator for your specific time slot. We will have your official Exhibitor Name Badge on the 3rd Floor at the Exhibitor Registration Booth near the entrance of the Exhibit Hall. The Name Badge is required to visit the Hospitality Room for coffee in the morning and lunch in the afternoon.

Location and Parking - George R. Brown Convention Center, 1001 Avenida de las Americas, 77010. Entry: Level 1, Exhibit Hall A, and take the escalator to the 3rd floor. You can find underground parking across from the GRB, and expect to pay between \$10 - \$12. You can also park at the nearby hotel or any surrounding surface area parking lots. Read parking signs carefully.

Pre-Event Walkthrough - The HHF staff, board and many volunteers will be at the GRB on Friday, February 17th from 6 PM to 9 PM to do a pre-event walkthrough. You are welcome to send someone to review the App details and to become familiar with the space. ROOM 360A

Theme – *Your Future Is In Your Hands*

With this theme we invite you to help us empower our students with all of the required information to obtain a post-secondary education and have a successful future. We want our students to know that they have complete control of their future and they should make wise decisions now so that their goals become a reality. We are stressing Mentoring this year with our new #ProgramLIT (Leaders in Training) mentoring section in the Exhibit Hall, so if your company has a mentoring program we highly encourage you to discuss it with the students. Stop by #ProgramLIT to sign up to become a mentor!

Exhibit Time – Saturday, February 18, 2017, 9:00 AM to 3:00 PM. Please be ready to greet the students by 9:00 AM, and do not tear down your booth until 3:00 PM.

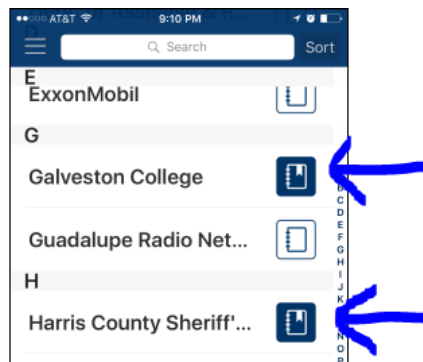
Set-Up Hours - Friday, February 17th at 4:00 PM and/or Saturday, February 18th from 7:30 to 9:30 AM.

Exhibitors can drop items off at the Dock Ramp door (Saturday Morning) or drive (Friday Evening) into Hall 3A (Third Level) to off-load. Dock Ramp is located off Chartres Street (North one way). After unloading, vehicles are to leave immediately to allow others to unload. Vehicles cannot remain at loading dock. NO EXCEPTIONS.

Deliveries - Items delivered to the GRB, Exhibit Hall A3 or 3rd floor loading dock may use the ramp of Chartres Street (North one way). Items must be delivered after 5:00 PM on Friday, February 17th, or 7:30 AM on Saturday February 18th. Items should be delivered to the attention of Rey Gonzales, Exhibitor Information Desk. You must have the personnel and equipment necessary to off-load your items and to transport them to your booth. Any charges incurred by the GRB subcontractor (Freeman) will be the sole responsibility of the exhibitor. Exhibitors having items delivered prior to 5:00 PM on Friday, February 17th could incur receiving and storage costs.

App - Download the Career & Education Day App, **CEDHouston** from the App Store or Google Playstore. It contains the agenda, a list of exhibitors, maps, panel information, biographical information on speakers, handouts, etc. The App will go live the morning of CED.

IMPORTANT! Ask each visitor to your booth to pull out their phones, find your booth and click the “tag” button. It looks like this:



Tagging earns the student points on the Leaderboard for great prizes like tablets, Bluetooth speakers, headphones, tickets to sports events, etc. (This will help us identify where the students are going.) Each 15 minutes messages will be pushed to the leader of the Leaderboard to claim their prize.) Tagging will also allow us to tell you how many unique visitors you had.

We will provide a brief training on Friday, February 17th, during the Volunteer Meeting at 6:00 pm.

February 18th Check In - All exhibitors are asked to use Entrance A and check-in at the Registration Booth on the 3rdrd Floor in order to obtain an official name badge.

Tear down - Saturday, February 18th begins at 3:00 PM. You may use the Up Ramp to load.

Hospitality for Exhibitors/Volunteers - Continental breakfast and lunch will be available through the courtesy of Kroger on the 3rd floor Room 342, at 9:00 AM. Please enjoy the Continental breakfast, lunch, refreshments and childcare at no cost to all volunteers. All volunteers must have an official Name Badge or they will not be permitted in VIP/Hospitality room.

Security, First Aid, Lost & Found – can be found on the 3rd floor, room 332 C and F

Childcare – Is free for children ages 11 and under (8:30 AM to 3:00 PM), Room 332 B and E. The children will be provided a free lunch.

Dress – Please dress professionally or in the uniform of your profession, and exhibit role model behavior for the students. Comfortable walking shoes are recommended. No jeans or shorts, please. Corporate/team logo shirts and caps are welcomed

Need Assistance? Should you require assistance of any kind, please contact:

Exhibit Co-Chair and HHF
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We appreciate you encouraging the students and parents that visit your booth to also attend the career panels and the financial aid presentations on the 3rd Floor. **Thank you so much for helping make the Career and Education Day event a great success for our future leaders. You are greatly appreciated!**