



JA Inspire™  
Virtual



## A VIRTUAL COLLEGE AND CAREER FAIR FOR STUDENTS



NOVEMBER 17 - FEBRUARY 15, 2022

**Sponsor and Exhibitor Brochure**

When our students know  
where they're going...

we all advance



JA Inspire Virtual is a virtual career fair targeted to 8th-12th grade students. Students will enter the career fair after completing a career assessment, learning about careers in various industries and uncovering where they might excel in the working world just in time to select high school courses that fit within their newly found career interests.

Students enter through the lobby and view company banners with career booths are just a click away.

You and your company can make a difference in three ways: inspiring students by sharing interesting facts about your business, contributing monetarily to JA programs through a sponsorship, and marketing your company to students, educators, parents, and other businesses.

It's a win, win, win!

# A POWERFUL CAREER EXPLORATION EVENT

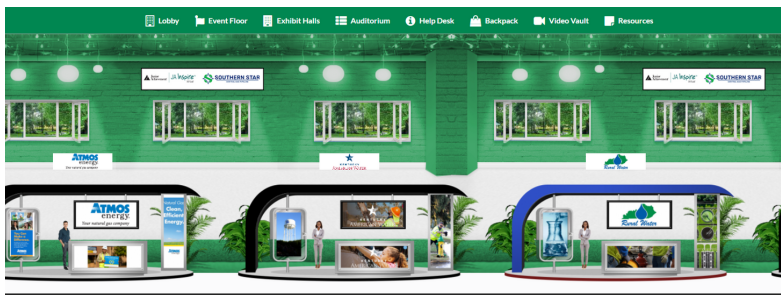


## VIRTUAL LOBBY



Students enter through the virtual lobby where they move amongst avatars to make their way to:

- Information Center: Ask questions about the day
- Company banners: Click on the banner to go directly to the company's career booth
- Auditorium: Watch webinars on career topics
- Halls: Find company booths within the halls



## VIRTUAL HALLS

Students move through the virtual halls, visiting companies that are of interest to them.

There is an exhibitor index that allows students to easily find companies by name. Or, they can scroll through the businesses, stopping by to visit and get information.

Display a banner to promote your business throughout all halls by selecting a top level sponsorship package.



## VIRTUAL BOOTHS



Booths are customizable to meet your needs. Several templates are available. You can download videos, pamphlets, flyers, pictures, and career stories to your booth. Make it what you want it to be. Videos about "a day in the life of an employee"; "what I wanted to do in 8th grade and how I got where I am now"; resume tips; education needed for jobs at your company. The options are limitless.

Students are able to add information you provide to their "backpack" and revisit it after they leave the fair. Students are able to reenter the fair for 90 days after the event and can share with other students and adults.

## VIRTUAL AUDITORIUM

Students can stop in the auditorium throughout the day to watch webinars produced by you. Topics/themes will be provided, or suggest one of your own!







JA Inspire



# Sponsorship Levels

	Gold \$5,000	Silver \$2,500	Exhibitor \$300
Larger booth with prominent placement			
Logo on pre-event email marketing materials			
Webinar in auditorium			
Push notifications to broadcast sponsor messages			
Logo on landing page			
Banner in virtual lobby with direct link to booth			
Social Media Posts			
Company spotlight in student digital career book			
Fully customized booth			



# JA Inspire



## Q&A

Being a JA Inspire Virtual sponsor or exhibitor offers you the opportunity to inspire 8th-12th grade students to seek a career in your industry and even at your company. In most school districts, career exploration begins in middle school, a time when students must begin to decide which high school courses to take to achieve the job of their dreams. Students who visit JA Inspire Virtual will have already experienced preparatory curriculum that will allow them to learn about their strengths and interests that could lead them to fulfilling careers. They will know that your company will be exhibiting and will likely have a plan for which booths they will visit.

### **Does my company need to create a booth?**

Yes. vFairs is a virtual event platform that offers an automated process to create and populate each JA Inspire Exhibitor's Booth. JA will send a link to the exhibitor contact and you can begin building your virtual booth. The process will take approximately one hour.

### **Who should I appoint as my JA Inspire exhibitor contact?**

A JA Inspire exhibitor contact is usually someone from Marketing, HR, or Talent and Recruitment Departments. Once you have assigned this project, please forward their contact information to Autumnne Baker at [Autumne.A.Baker@ja.org](mailto:Autumne.A.Baker@ja.org). Autumnne will send out to your contact all information concerning the event and your exhibitor virtual booth link.

### **What do I include in my JA Inspire virtual booth?**

Each booth may include the following items:

- Company profile
- Contact information
- Content links (up to 11)
- Links to company website, social media pages, career sites, etc.
- Video vignettes (if desired)
- Uploaded documents and/or presentations

### **Does someone from my company need to be available the day of the event?**

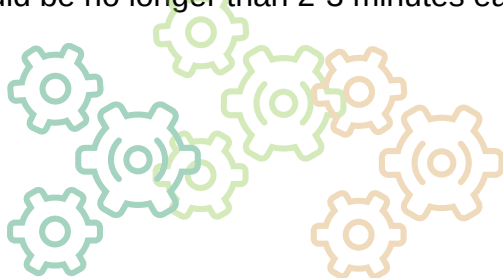
No, there will not be live interaction with students at the booths as we cannot allow unmonitored conversation between individual students and adults on the site.

## How do I get access to my virtual booth?

The JA staff will send you a link to your booth so that you may access the easy booth uploader. You will be able to choose one of several booth templates that will meet your needs. You will be able to choose the design and color of your booth.

## What information should I add to my booth?

- Students will be curious about what they would experience in “a day in the life” of someone who works at your company. You could choose several job types and create low-tech iPhone videos that follow your team members through different job activities.
- You can film a cool chemistry experiment or some other activity that illustrates what your company does.
- You should make sure to include footage of the work environment and the skills that you are looking for in prospective employees.
- You can also use videos that you have already created to promote your company.
- Keep in mind that students will want to take in information in “bite-sized” pieces, for they will be excited to explore all of JA Inspire Virtual; for that reason, your videos should be no longer than 2-3 minutes each.



## How will I be able to organize information at my booth?

You will be able to organize your uploaded information into a series of content links that will appear in a menu at the bottom of your booth page. You can name them whatever you want. Examples are: About Us, Careers, Internships, Apprenticeships and Job Shadows, Hot Jobs, News and Events, Facebook, Contact Information,

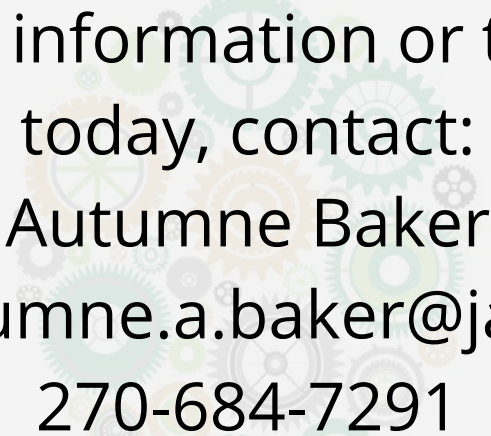
## How many students will participate in JA Inspire Virtual?

JA is projecting between 15,000 and 20,000 students from all over Kentucky. Not only will students be able to visit your booth on the kick-off day, but they will be able to return 24/7 for 90 days for repeat visits to your booth that they can show their parents and guardians.

## Each student will have a “backpack” and will be able to download documents or other items. What can we offer for them to download?

Students will be able to download any document that you post at your booth. You might want to post a document that gives students information about internships, apprenticeships or job shadow opportunities. You might want to give them the email address of an individual in your HR department if students (or their parents) want to request additional information about careers at your company. You might even find that a parent applies for a job!





For more information or to sign up  
today, contact:  
Autumne Baker  
autumne.a.baker@ja.org or  
270-684-7291

Junior Achievement of West Kentucky  
1195 Wing Avenue | Owensboro, KY 42303  
270-684-7291

Serving students in: Ballard, Breckinridge, Caldwell, Calloway, Carlisle, Christian, Crittenden, Daviess,  
Fulton, Graves, Hancock, Henderson, Hickman, Hopkins, Livingston, Lyon, Marshall, McCracken,  
McLean, Muhlenberg, Ohio, Perry (IN), Trigg, Union, and Webster Counties

