



Virtual Booth Setup Guide

This document can be used as you prepare the content for your booth and when you are ready to begin customizing the booth on the vFairs platform. The URL to create your booth will be provided by a JA representative.

The following information must be included to build your exhibit in the vFairs platform:

Step 1: Basic information about your organization

- Booth Name- School Name
- Logo- 110 X 30 pixels
- Booth Description- Capture the students' attention - example openers below:
 - Do you love working with your hands? Solving complex problems? Artistically expressing yourself? (highlight some disciplines they'd be interested in)
 - This is a great place to study/go to school/learn this trade because...
 - You will have these types of opportunities...
 - Check out our scholarship/essay contest, etc.

Step 2: Choose your booth design and upload booth graphics

You will have an array of different booths to choose from depending on your sponsorship level. Some booths will include a virtual person and others will not, you get to choose!

Upload the graphics during this step. You may choose to embed a link in your image although it is optional.



Step 3: Content Links

The content link must be an external URL. The minimum content link requirement is two (2) content links although more may be added (About Us and Academics). *Ensure links will be active Nov. 2021-August 2022.*

- About Us: a link to a page on your school's webpage
- Academics: a link to information highlighting different trade programs, majors, or courses of study at your school
- Optional suggested links: student life, admissions, internships & apprenticeships, scholarship opportunities, financial aid, etc.

Step 4: Documents and Videos

Documents

Documents are items students can keep and place in their virtual backpacks. Upload documents that you would like to share with students. Students will be able to keep all of these items for future reference and share them with their parents/guardians.

We recommend documents in a PDF format that are short and informative for high school students (ages 13-19).

Remember to label the documents with your school name - content title. (ex. *ABC University- Learn more about our Biomedical Engineering major*)

The following below are required, this will help with engaging students within your booth.

- Day in the life of a _____, highlighting different academic focuses.
- Highlight anything about your school, majors/disciplines, or student life.
- Upload photos of different students, staff, and the campus/facilities.
- Provide Information about internships, apprenticeships, or scholarships that you offer.

Videos

Students may view videos while visiting your exhibit. Be Creative! Students enjoy low-tech, short, interactive videos. We suggest creating a series of 'A Day in the Life of' videos featuring students and/or staff from different departments that are studying or teaching different things.

The following includes a few suggestions:

- Videos of students/staff sharing "a day in the life of" filmed on a smartphone. *(Include a student who is working while going to school.)*
- Share insight on the education needed to get the career you want, jobs while attending school, and careers in higher ed.
- Include footage of the campus and student life.
- Include links to videos previously created by your marketing or HR department.

Video requirements:

The suggested video length should be no longer than 3-5 minutes. Once videos are created, exhibitors should label the file with the school name -major/focus of study *(ex. ABC Trade School - Day in the Life - Carpentry Student)*

- **Videos will need to be shared via this link to JA's Dropbox.**
 - If you run into video upload issues, please reach out to Stuart Younger for assistance - stuart.younger@ja.org.

'A Day in the Life' Video Prompts

Please highlight several majors or student experiences at your school and have different individuals answer the following questions in short 2-3 minute videos.

- What is your academic focus and how many years into your program are you?
- What do you like most about your studies and what do you hope to do afterward?
- What drew you to this school and what do you enjoy about your experience? Why would you recommend this school/program to others?
- Highlight an aspect of student life on campus.
- What kind of opportunities are available to students in this program? - clubs, internships, apprenticeships, connections with local/regional employers.

Step 5: 'Job Vacancies' aka Get Hired Now!

Only add postings if you have opportunities for students in High School or recent HS graduates.

- Can include internships, apprenticeships, real job openings, and scholarships.

Step 6: Booth Representatives

Students will be visiting the fair at 3 different points throughout the school year. Please decide whether you will have representatives available to answer questions for some or all of the day.

- Booth Representative Volunteers will need to attend a JA training the week before the event. JA will coordinate directly with them.
- Share Booth Rep Volunteer names and email addresses with your JA contact.

Live Dates - 8am-2:30pm

Thursday, Dec. 9, 2021

Friday, February 25, 2022

Tuesday, April 19, 2022

Step 7: Booth Completion

Congratulations on completing your JA Inspire Virtual booth! Please take a moment to review your booth content to ensure that all required material has been included.



Have questions or need help setting up your booth?

Contact Joy Isabelle
at joy.isabelle@ja.org
or 609-334-7774



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