



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 company

- Booth Name- Company Name
- Company Logo- 110 X 30 pixels
- Booth Description- Capture the students' attention - example openers below:
 - Do you love working with your hands? Solving complex problems? (highlight some careers/roles in your organization they'd be interested in)
 - This is a great place to work/industry to work in because...
 - You can have these types of opportunities and career path...
 - Check out our internships, apprenticeships, 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 Careers). Ensure links will be active from February 2023-June 2023.

- About Us: a link to a page on your company webpage
- Careers: a link to information highlighting careers within your company
- Optional suggested links: careers, internships & apprenticeships, high school and college requirements, scholarship opportunities, etc.

Step 4: Documents and Videos

Documents -

Documents are items students can keep and place in their virtual backpack. 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/teachers.

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 company name - content title. (ex. Junior Achievement - Development Director Job Post)

The following content is required as this will help engage students within your booth.

- Day in the life of a _____, highlighting different careers that exist in your company.
- Highlight anything about your company, careers, or industry.
- Upload photos of different employees in their appropriate dress for work or what their work surrounding might look like.
- Optional: Provide Information about internships, apprenticeships, or scholarships that you offer.

[Templates for Exhibitor Booths Found Here.](#)

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' videos featuring employees from different departments that occupy different roles within the organization.

The following includes a few suggestions:

- Videos of employees sharing “a day in the life” filmed on a smartphone.
- Film a cool experiment or activity that demonstrates what your company does.
- Include footage of the work environment and the skills you are looking for in prospective employees.
- Share insight into your company, industry, or career opportunities.
- 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 company name - job role/department (ex. Junior Achievement - Day in the Life - Business Development Manager)

- **Videos will need to be shared via this link to JA's OneDrive Folder.**
 - 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 jobs in your industry or at your company and have different individuals answer the following questions in short 2-3 minute videos.

- What is your job title and briefly describe your role. What do you do during a typical day?
- What do you like most about your job?
- What education and/or skills are needed for this job?
- What is the typical starting salary for an entry level job in this career?
- How did you get started in your career?
- What is the coolest thing you have ever done at work?
- What do you recommend I do now to prepare?

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

Only add postings if you have opportunities for students in high school or recent high school graduates.

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

Step 6: 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.

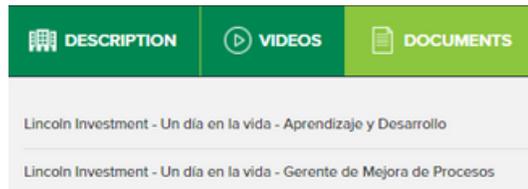
Spanish Content Request

For students who prefer or require a Spanish-language version of the program. We continue to prioritize inclusion in our programming, if your organization has the capacity to add Spanish content it would be greatly appreciated. Thank you!

Please engage Spanish language-speaking individuals to help create the following materials in Spanish for your booth.

- Translated booth description box
- Day in the Life Videos
- Day in the Life Documents
- Path to Employment Documents
- Job Opportunities, Internships, Scholarship Opportunities, etc.

ex:



Have questions or need help setting up your booth?

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

Junior Achievement of Southeastern PA proudly serves
Greater Philadelphia, Berks County, and the Lehigh Valley