



North Bay Job Fair

Event Information and Planning Guide

TABLET OF CONTENTS



01

Welcome

02-03

Vendor Guidelines

04

Event Guidelines

05

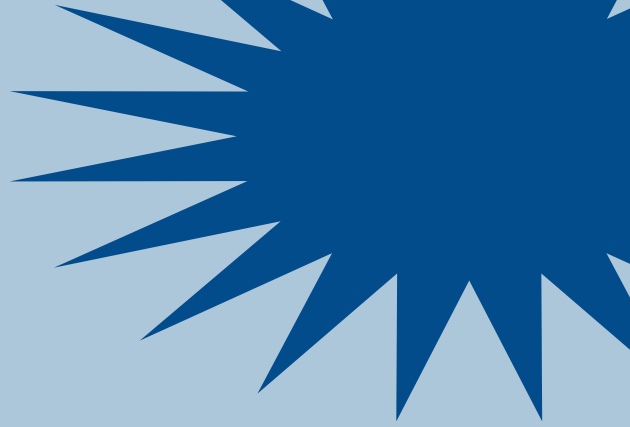
Tips

06

Promotional Content

07

Contact Information



WELCOME

We are thrilled that your organization will be joining us in hosting the 38th North Bay Job Fair! The North Bay Job Fair is a tri-annual event that connects organizations in the North Bay with hundreds of qualified candidates every year.

The North Bay Job Fair is brought to you by Amaturio Sonoma Media Group and made possible by all the employers of the North Bay.

The purpose of this planning guide is to inform and prepare your company for the event, as well as provide some tips to help you have success in your recruitment process and post-event wrap-up.

Date: September 10th 2024

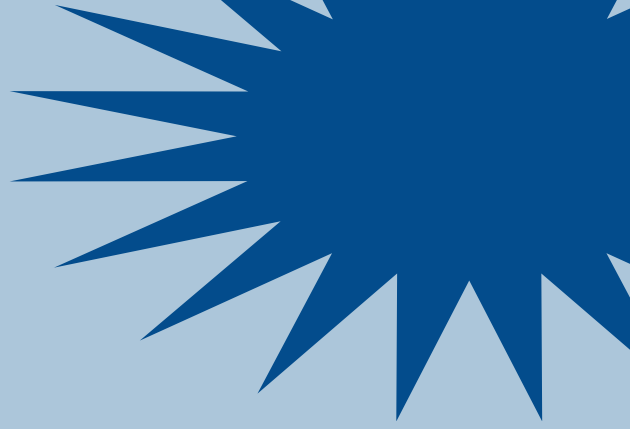
Time: 2pm-4:30 PM

**Venue: Luther Burbank
Center for the Arts**

**50 Mark West Springs Road
Santa Rosa, CA 95405**

northbayjobfair.com

01



Vendor Guidelines

Instructions on Event Participation

1. Please Check in at the North Door (across from the ticket windows)
 - a. **Set up and check-in is noon–2pm**
 - i. **There will be an information booth upon entering where our staff will check you in.**
 - ii. **You will receive a table number and map of venue.**
 - iii. **You will receive an 8-foot table with a tablecloth and two chairs (more chairs are available upon request)**
 2. Job Fair ends at **4:30PM**.
 - a. There are usually job seekers who arrive after 4:15PM.
 - i. Please stay open for new conversations with job seekers until 4:30PM.
- Need Electricity? Please let us know by September 9th at 10 am.
 - Companies with an interactive presence are happiest with the results



LUTHER BURBANK
CENTER FOR
THE ARTS

Amaturo Sonoma Media Group
Job Fair
Tuesday, January 23rd 2023
2:00pm – 5:00pm

Lytton Rancheria Grand Lobby

LBC Equipment

Vendors:
(89) 8' Tables
(144) Banquet Chairs, 2 per booth

Registration:
(1) 6' Table at North Entrance
(4) Banquet Chairs
Plaza

(8) Tall Cocktail Tables w/ Black Linen
Coffee & Crepe Vendors in Plaza. Need Vehicle Access

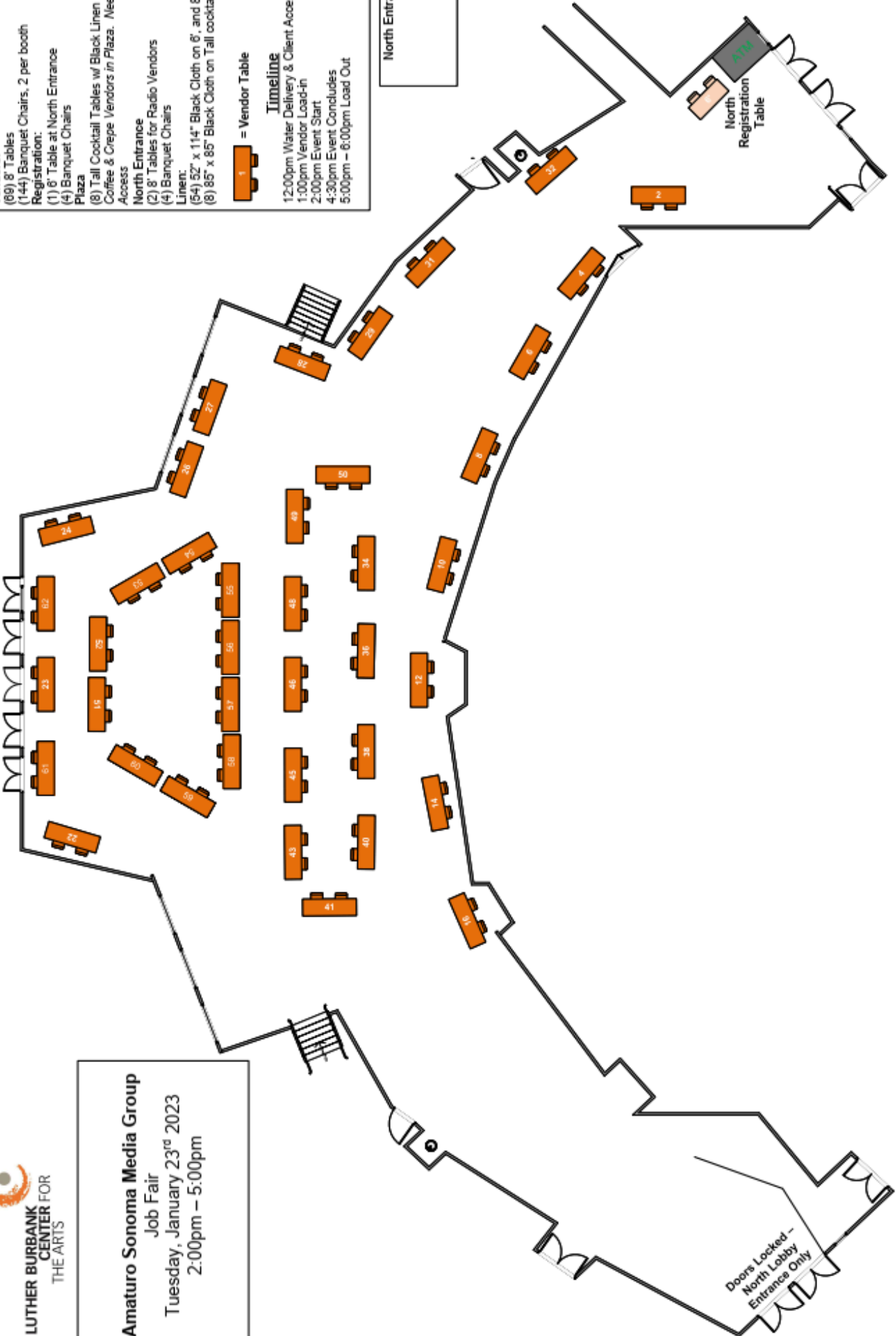
North Entrance
(2) 8' Tables for Radio Vendors
(4) Banquet Chairs
Linen:

(54) 52" x 114" Black Cloth on 6' and 8' Tables
(8) 85" x 85" Black Cloth on Tall cocktail tables

Timeline
12:00pm Water Delivery & Client Access Begin
1:00pm Vendor Load-in
2:00pm Event Start
4:30pm Event Concludes
5:00pm – 6:00pm Load Out

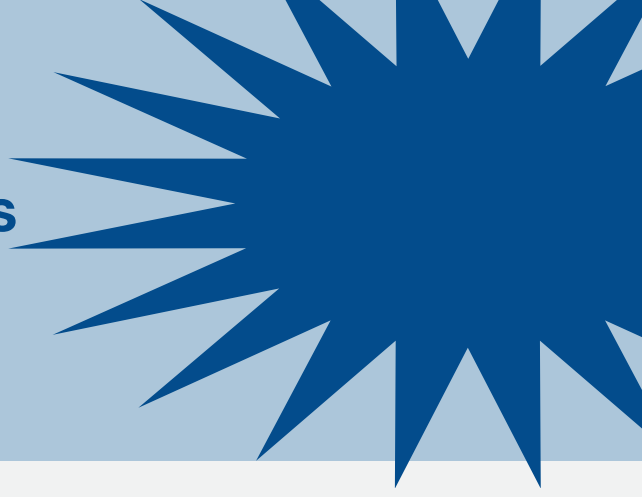
1 = Vendor Table

North Entrance



Doors Locked -
North Lobby
Entrance Only

First-time? Here are some tips on how-to host a successful booth at the job fair.



- Consider having 'giveaways' to promote your company (these are gift-like items such as candies, pens, key chains, calendars, mouse pads, etc.)
- Ensure that representatives represent your company well
- Have at least two (or perhaps 3) highly-knowledgeable reps to interact with job seekers
- Engage in conversation with job seekers as they walk by
- Schedule interviews with top applicants and conduct on-the-spot interviews if possible!
- Attend to job seekers after the fair:
 - Follow-up with all persons who submitted applications or CVs within 10 days
- Bring a "one-pager" that advertises your company and it's employee culture
- Minimize words in graphics and signs. Make your message quick and simple
- Supply your table with company forms and job applications
- Keep business cards on the table so job seekers can contact you

Share these graphics on your company's social media pages to let job-seekers know you will be at the job fair.

AMATURO SONOMA MEDIA GROUP

Tri-Annual North Bay Job Fair

Where employers and job-seekers connect in the North Bay.

September 10th, 2024, 2pm-4:30pm, 50 Mark West Springs Road, Santa Rosa



North Bay Job Fair



Next:
September 10th, 2024

Luther Burbank Center for the Arts
from 2 pm to 4:30 pm
50 Mark West Springs Road
Santa Rosa, CA 95403

Event Contacts

Kevin Wodlinger, Key Account Manager
kwodlinger@mysonomamedia.com
707-230-3952

Nicole Henson, Event Coordinator
nhenson@mysonomamedia.com
714-705-3060

The contacts above are available to answer all your questions and comments prior to the job fair. They will also serve as an emergency contact if you need assistance on the day of the event.

This is our 38th North Bay Job Fair since we started nine years ago. We are committed to providing the best hiring event of the North Bay and encourage your valued feedback. Thank you for joining us.

