

# North Bay Job Fair



## Vendor Event Information and Planning Guide 2026



[www.northbayjobfair.com](http://www.northbayjobfair.com)

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# Welcome

We are thrilled that your organization will be joining us in for the 40<sup>th</sup> North Bay Job Fair!

The North Bay Job Fair, brought to you by Amaturo Sonoma Media Group, connects organizations in the North Bay with hundreds of qualified candidates every year.

We are grateful to the outstanding employers across the North Bay whose support has made this job fair possible.

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 succeed in your recruitment process and post-event wrap-up.

# Event Guidelines

## **Instructions on participation:**

Set up and check-in time is 12-2 p.m.

Please check-in at the North Door. It is across from the ticket windows. There will be an information booth upon entering where our staff will check you in.

Your company will be assigned a table number and be given a map of the venue.

Each vendor will receive an 8-foot table with a tablecloth and two chairs (additional chairs available upon request).

The job fair ends at 4 p.m. Companies must stay for the duration of the event.

**Please stay open for new conversations with job seekers until the end of the event.**

# General Event Information

**Date:** March 3, 2026

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

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

**Time:** 2-4 p.m.

If you need electricity, please let us know by 5 p.m. on March 1, 2026.

**Organizations typically derive greater value from job fairs when they proactively engage with prospective candidates.**

# Tips & Tricks

## **Tips on how-to host a successful booth at the job fair**

- Offer giveaways (e.g. candies, pens, keychains) to promote your company.
- Ensure representatives present your company professionally.
- Have at least two knowledgeable reps available to engage with job seekers.
- Actively interact with attendees as they pass by your booth.
- Schedule or conduct on-the-spot interviews with top applicants.
- Follow up with all applicants within 10 days.
- Bring a concise “one-pager” showcasing your company and culture.
- Keep signage simple and to the point.
- Provide company forms and job applications at your booth.
- Have business cards readily available for job seekers.

# Contacts

**Rosie Padilla**, Job Fair Coordinator  
Phone: (562)458-5894

The contacts above are available to answer all your questions and comments prior to the job fair.

For any urgent issues on the day of the event, please approach the information booth located at the entrance. Our staff will be there to help you.

The North Bay Job Fair was started 11 years ago. We are continually committed to providing the best hiring event of the North Bay and encourage your valued feedback.

**Thank you for joining us!**