College Fairs

**Purpose:** The purpose of a College Fair is to recruit and represent your University to the masses in a public forum. You, the counselor, will represent your University to any guests who have questions and also encourage students to sign up for your mailing list. While not all fairs are created equal, they are a great way to reach more people in a short amount of time.

**Etiquette:** You *are* your institution when you stand behind your table; and whatever you do, good or bad, reflects on your school. For this two or three hour block of time, you should concentrate on the college fair and nothing else. A few notes on etiquette…

- Plan to arrive 30 minutes early to set up, grab water or mints, use the restroom, and anything else you might need. You should not leave until the fair has officially ended.
- You should never check your phone, read the paper, or work on your computer. You should always be ready to greet the next guest. Try to stand throughout the entire fair even if a chair is available at your table.

**Other Tips:**
- If you don’t want to shake hands with students for fear of illness, hold your water bottle or some publications in your hand. Having anti-bacterial gel on hand is always a good idea as well.
- College fairs are also an opportunity to meet colleagues at peer institutions. Attending the dinner beforehand (if one is offered) is good for networking.
- Grab the best brochures from peer institutions to give to your office’s publications director so that he or she can see what else is out there.
- Don’t forget to bring pens if you ask students to sign up for the mailing list.