

# Career Fair Sponsor and Exhibitor Logistics



**October 10, 2024**

Thank you for registering as a Sponsor or Exhibitor for the SID-US Career Fair on October 10, 2024. Information regarding your Exhibitor or Sponsorship package may be found below. For questions, please contact Dan Moreno, Senior Annual Events Coordinator, at [dmoreno@sid-us.org](mailto:dmoreno@sid-us.org) or [careerfair@sid-us.org](mailto:careerfair@sid-us.org).

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## Submit Payment

**Payment Information - We accept payment via check, ACH, or credit card. A 3% processing fee applies to credit card payments.**

Our mailing address is:  
2300 N St. NW  
Ste. 350  
Washington, DC 20037

For ACH payments:  
Name on the account: SID-Washington  
Bank Name: PNC Bank  
Bank ID Type: ABA  
Routing/Transit number: 021052053  
Account Number: 76178025  
Account Type: Checking

**Refunds and Cancellation Policy:** We can process a refund for any cancellations until **12 PM EST on Thursday, October 3, 2024**. If you would like to cancel your participation and request a refund, please contact us at [careerfair@sid-us.org](mailto:careerfair@sid-us.org).

No refunds or cancellations will be accepted after **12 PM EST on Thursday October 3, 2024**.



## Agenda - October 10, 2024

All times below are in EST.

**11:00 AM -  
12:15 PM**

### Opening Panel Discussion (Zoom)

- The Many Paths of International Development

**11:30 AM -  
12:30 PM**

### Former USAID Foreign Service National (FSN) Hour in the Exhibit Hall

- Send a recruiter for this hour if your organization is interested in hiring former USAID FSNs

**12:30 PM -  
4:30 PM**

### Exhibit Hall (Brazen)

- Sponsors and Exhibitors meet one on one with candidates online via the Brazen platform
- Sponsors may meet with candidates in groups or host a broadcast booth

**4:30 PM -  
5:30 PM**

### Closing Networking (Zoom)

- End-of-day networking Happy Hour

#### Note on Agenda:

As part of SID-US's partnership with USAID, we have invited former USAID Foreign Service Nationals (FSNs) to participate in this year's Career Fair. The FSNs will have exclusive access to Sponsors and Exhibitors between 11:30 AM and 12:30 PM in the Exhibit Hall. If your organization is interested in hiring former USAID FSNs, please send a recruiter during this time period. Former FSNs are non-U.S. citizens who have worked for USAID at their missions and are currently in the US with green cards looking for work. They bring valuable USAID experience and could be fabulous employees for the SID-US community. USAID has asked us to help connect them with SID-US Members. **If possible, please make a note in your booth if certain positions require a security clearance. This will help the former USAID FSNs determine which positions are the best fit.**

## Professional Development Hub (Sponsors Only)

SID-US is hosting a Professional Development Hub in advance of the Career Fair. The Professional Development Hub is an asynchronous resource library for Career Fair participants to access before and during the Career Fair. The resource hub offers practical training and tips so that attendees can make the most of the SID-US Career Fair and ultimately pursue promising career opportunities in the international development community.

Career fair Sponsors have the option to submit a 5-10 minute pre-recorded video of their choosing to be included in the resource hub. The recording will be featured on the main page of booths within the Professional Development Hub. The content of the recording can serve as an information session about the sponsor's organization. Or sponsors may have a session featuring a professional development topic of their choosing such as LinkedIn, networking, mentorship, etc. Sponsors can also repurpose a video they have already produced. The hub will open on September 30, but a recording can be submitted anytime before the Career Fair. To submit a recording, email Dan Moreno, Senior Annual Events Coordinator at [dmoreno@sid-us.org](mailto:dmoreno@sid-us.org) with the link/file or upload the recording **to this Google folder**. Please notify Dan if you upload the recording to the Google folder. Files should be submitted in .mp4 format.



## Exhibitors

**Here is what is included in the Career Fair Exhibitor Package:**

### **Exhibit Space**

- Fully customizable booth
- Unlimited recruiter seats

### **Candidate Engagement**

- Text, video, and audio chat

### **Candidate Outreach**

- Access to candidate search
- Automated queues
- Pre-scheduled chats

### **Social Media Promotions**

- One social media spotlight on Facebook and LinkedIn before the event

### **Organization Visibility**

- Organization listed on Career Fair website and promotional emails

## Sponsors

**Here is what is included in the Career Fair Sponsor Package:**

### **Exhibit Space**

- Fully customizable booth
- Unlimited recruiter seats
- Priority booth placement
- Optional broadcast booth
- Optional group video booth
- Optional networking booth

### **Candidate Engagement**

- Text, video, and audio chat
- Broadcast messaging campaign
- Opportunity to provide organization information session in pre-Career Fair Professional Development Hub

### **Candidate Outreach**

- Access to candidate search
- Automated queues
- Pre-scheduled chats
- Post-event attendee list
- Booth engagement report
- Post-event attendee resume files

### **Social Media Promotions**

- Three social media spotlights on Twitter, Facebook, and LinkedIn before the event
- Logo on Career Fair welcome video

### **Organization Visibility**

- Organization logo on Career Fair website and promotional emails
- Content block in event virtual lobby
- Organization acknowledged during Career Fair programs

**For more information regarding what is included in the Sponsor or Exhibitor package, click [here](#).**



## Getting Started

The main point of contact listed on your registration form should have received an email from [notifications@brazen.com](mailto:notifications@brazen.com) letting you know that you are a booth owner for our Career Fair on the Brazen platform. If you do not see an email from "notifications@brazen.com", please check your spam or junk folder. You can follow the link in that email to set up your password and access your booth.

If you cannot find the email from "notifications@brazen.com," you can still go to [app.brazenconnect.com/cc](https://app.brazenconnect.com/cc) and request a password reset which will allow you to set up a password. If you are having any issues, submit a help request on the Brazen platform or email [repsupport@brazen.com](mailto:repsupport@brazen.com).

**Note on the Brazen platform:** Brazen has recently been acquired by a company named Radancy. Therefore, some of the communications from the Brazen platform may reference Radancy. None of the features have changed with this acquisition.

## Booth Owner vs. Representatives

You will have at least one booth owner and several representatives for your booth. The difference between the two roles is that the booth owner has the ability to modify their booth while the representatives are the people who will staff the booth and interact with candidates. You can be both a booth owner and a representative.

We have assigned our primary contact at your organization as your booth owner but you can change this by reaching out to [careerfair@sid-us.org](mailto:careerfair@sid-us.org). You will need to add your representatives yourself. For more information on how to do this, click [here](#). Note that booth owners who would like to participate in the Career Fair as recruiters will need to add themselves as a representative as well.

## Broadcast, Group, and Networking Booths (Sponsors Only)

In addition to their one-on-one chat booth, Sponsors may have a **Group Video Booth**, which lets Sponsors hold a live video/audio chat between booth Hosts and Candidates/Attendees, with up to a total of nine people at a time. Hosts can also share their screens for all booth participants to view. Sponsors can have a Group video, a Networking Booth, and/or Broadcast Booth in the Exhibit Hall between **12:30-4:30 PM on October 10**. **Please note that both Group Booths and Broadcast Booths require representatives to be the host during the session. In addition, you may have additional representatives join.**

**Group Video Booths** are gathered in their own convenient tab at the top of the Event Lobby, and are marked with an icon at the top right of their booth card. You can have a Group Video booth during the Exhibit Hall hours from **12:30 - 4:30 on October 10**. A Host must start and end a Group Video session, and multiple Hosts can be added to a Group Video booth by SID-US. If you are assigned as a Host, you will receive an email notification. To learn more about the **Group Video Booth**, click [here](#).

The **Broadcast Video Booth** gives Sponsors the opportunity to host a live video broadcast directly on the Brazen platform in the Exhibit Hall between **12:30-4:30 PM on October 10**. You can share your screen, give a presentation, take questions from the audience, and engage in text chat. This is an excellent opportunity if you want to give a presentation to Career Fair attendees during the Exhibit Hall hours. To learn more about the **Broadcast Booth**, click [here](#).

The **Open Networking Booth** allows all participants (including all other organizations' representatives) to network with each other in the Exhibit Hall between **12:30-4:30 PM on October 10**. No representatives from your organization will be required to attend this booth, though they are welcome to attend.

**To confirm if you will have a broadcast, group, or networking booth, please email Dan Moreno, Senior Annual Events Coordinator, at [dmoreno@sid-us.org](mailto:dmoreno@sid-us.org) by October 7 at 5:00 PM EST.**



## Brazen Features (Sponsors and Exhibitors)

Many of you are already familiar with the Brazen platform, a leader in virtual recruitment events. You will be able to search resumes ahead of time and invite top candidates to visit your booth. You will have the option to interact with attendees via text, audio, or video. You will also have access to your chat transcripts to help with follow-up after the fair.

**Event Lobby:** The virtual booth on Brazen is fully customizable and you can include text, images, videos, links, and information about job opportunities. We encourage you to build your booth at least one week before the event. After this time, candidates will be able to see your booth in order to prepare for the fair and learn about opportunities. Learn more about how content will display in your booth [here](#).

**Trainings:** Brazen offers asynchronous trainings for representatives at no additional cost. To utilize the Brazen training, log in to your Brazen account with [this](#) link.

**Representative Guide:** For the Brazen representative training guide, click [here](#).

**Reminder Email:** If you are a Representative at the Career Fair you will receive a reminder email with instructions for logging in 24 hours before the Career Fair. The email will be from the following address: [notifications@brazen.com](mailto:notifications@brazen.com). If you did not receive a reminder email and are unable to locate the login link, log in directly to [app.brazenconnect.com](http://app.brazenconnect.com) or submit a Help Request. Before the Career Fair starts, click Set Up My Profile or RSVP Now in the notification email.

**Setting Up:** If it is your first time participating in our virtual Career Fair, you will be prompted to set up a password. To confirm you are successfully logged in as a Representative, look for "Representative" or "Rep" underneath your name in the left-hand control panel. Then, you must complete your Rep Profile using the same email address that you used to receive notifications from Brazen.

**Preview Candidates and Scheduled Chat:** You have the option to review the registrants' profile information and resumes before the fair and invite them to a pre-scheduled chat. For more information on how to schedule chats, click [here](#). You can also enable drop-off notes for attendees who visit your booth and cannot connect to chat. Learn how to enable drop-off notes [here](#).

**Opportunities Tab:** You can add up to seven opportunities (e.g. jobs, positions, programs) in your booth. Opportunities are displayed on the booth's opportunities tab, and when an Attendee clicks to chat in your booth, they are prompted to select the opportunity that captured their interest. Learn more about the opportunities tab [here](#).

**SmartQueue:** You can also use SmartQueue to manage the booth line by specifying up to five questions the Attendee must answer for each opportunity. SmartQueue is a proprietary feature that helps you connect to the best Career Fair participants for your specific roles or opportunities. Enabling SmartQueue prioritizes the most qualified participants in line to chat. To learn more about Smart Queue, click [here](#).

**Pre-set Greeting:** You can set a pre-set greeting when you are meeting with candidates to save time. To set a greeting, click "Edit" next to greetings in the top-left area of the chat screen. You can only set or edit your greetings once the Career Fair is live and you are connected in a chat. Type your greeting, and then click save. The greeting will be automatically sent when a new chat begins, and will appear on the transcript.

Use the placeholders below in your greeting to automatically include the connection's name or your own email address:

- [theirFirstName] - the candidate's first name
- [theirLastName] - the candidate's last name
- [myEmailAddress] - your email address



## Staffing Your Booth

SID-US has received feedback from previous Career Fairs that the wait times for certain booths have been very long; sometimes over an hour. To address this dynamic, we encourage your organization to **have multiple representatives online whenever possible**. We know your representatives have to take time out of their busy schedules to participate in the Career Fair, so we really appreciate your consideration.

## Thank You!

Thank you for your support of the SID-US Career Fair. If you have questions about any of the above, please contact us at [careerfair@sid-us.org](mailto:careerfair@sid-us.org).

We look forward to working with you on our virtual Career Fair!

Sincerely,

### The SID-US Team

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Washington, DC 20037  
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