



**Junior  
Achievement™**  
of the Heartland

**INSPIRING  
TOMORROWS**



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JA Inspire Career Expo Exhibitors:

We appreciate your participation in the JA Inspire® Career Expo presented by Junior Achievement of the Heartland. As an exhibitor at this event you have the opportunity to help over 2,500 local 8th grade students begin to create a vision of their career path. Without your help, the JA Inspire Career Expo would not be possible.

The goal of this engaging, hands-on career expo is to prepare kids for the future. Students have the chance to meet with local companies, take part in interactive activities, and investigate potential professions. JA Inspire brings together area businesses and schools with the goal of assisting middle school kids in exploring their futures, including those in high school, college, and beyond.

Thank you again for your support and participation in this event, and for Inspiring Tomorrows!

Sincerely,

Dougal Nelson  
JA of the  
Heartland  
President CEO



## **JA Inspire Career Expo Exhibitor Guide**

### **About JA Inspire Career Expo**

Junior Achievement of the Heartland is hosting JA Inspire, a hands-on, interactive career expo to help 8<sup>th</sup> grade students launch into their future. JA Inspire provides students the opportunity to connect with local businesses, participate in interactive exhibits, and explore career pathways.

Students who participate in JA Inspire will:

- Connect with professionals from some of the Quad Cities most prominent employers building a strong talent pipeline for future jobs in our community
- Explore career pathways and learn about the skills needed for in-demand jobs
- Practice soft skills
- Connect their own interest with a variety of career opportunities
- Strengthen their coursework pathway for high school and beyond

JA Inspire by the numbers:

- 2,500 8<sup>th</sup> grade students
- 16 schools from 11 Quad City Area school districts
- 55 local businesses and organizations
- 16 career clusters represented

**Thank YOU for making the first-ever JA Inspire Career Expo a reality for our Quad City Area students!**

## Event Details & Contacts

### Location:

**Bend XPO**

**922 Mississippi Parkway | East Moline, IL**

Website: <https://www.bendxpo.com/>

Driving directions: <https://www.bendxpo.com/parking-directions>

### Exhibitor Contacts:

Tawnya Hambly, Vice President – Education, Junior Achievement of the Heartland

Cell: 563-343-0079

Katie Sothmann, Director – Marketing & Special Events, Junior Achievement of the Heartland

Cell: 309-912-4250

## Event Set Up

- Exhibitors with large equipment will set up on Tuesday, December 6 from Noon – 4 pm, unless otherwise scheduled with JA Staff. See email from Tawnya Hambly dated 11/29/22 for instructions
- All other exhibitors will set up on Wednesday, December 7 from Noon – 4 pm, unless otherwise scheduled with JA Staff. See email from Tawnya Hambly dated 11/30/22 for instructions

## What to Expect the Day Of

The JA Inspire Career Expo is arranged in four zones and includes 16 career clusters.

[Event Map](#) (click to access)

### Zone 1

- Manufacturing
- Agriculture, Food & Natural Resources
- Arts, AV Technology & Communications
- Government & Public Administration

### Zone 3

- Marketing, Sales & Services
- Human Services
- Law, Public Safety & Security
- Architecture & Construction

### Zone 2

- Education & Training
- Finance
- Hospitality & Tourism
- STEM

### Zone 4

- Information Technology
- Business Management & Administration
- Health Sciences
- Transportation, Logistics & Distribution

As buses of students arrive to the event, a Bus Greeter will board the bus and share important announcements to the students, chaperones, and educators before they enter into the career expo. Each group of students will be assigned a Student Guide to lead the students into the facility and to their first rotation. The Student Guide will stay with their assigned group until the students are dismissed from the event. Educators and chaperones will stay with their students at all times to assist with student needs and manage any behavioral issues. Each zone will have two Zone Monitors assigned to

the entrance and exit of each zone. The Zone Monitors ensure students stay within their correct zone and do not exit without a school representative.

Student groups will spend approximately 30 minutes in each zone before following their Student Guide to the next rotation; instructions to rotate will be announced overhead. A five-minute warning will be given before the 30 minutes expires. This is an indicator to exhibitors and students to wrap up their activity and conversation. Students are not allowed to linger behind. They must move with their group at the end of the 30 minutes.

When it is time for a school to leave the career expo an announcement will be made overhead and the Student Guide will lead students to the bus pick up.

The Student Guide and Zone Monitor also serve as a resource for exhibitors. If you have questions or need assistance, please seek out the volunteers in your zone. They will have a green Junior Achievement lanyard indicating their role for identification purposes.

- **Arrival/Parking**

- The Bend XPO will open at 8 am, unless special arrangements have been made
- Please arrive in plenty of time to check in at the Welcome Table inside the Main Entrance. All exhibitors must check in with JA Staff before proceeding to their booth.
- Exhibitors should park along the perimeter of the North Parking Lot. Many buses will be traveling through the parking lot. Parking along the perimeter ensure plenty of room for the buses to maneuver safely.

- **[Student Rotation Schedule](#) (Click link to access)**

- All exhibitors must be in place with activities ready 20 minutes prior to the start of their first rotation.
- When reviewing the Student Rotation Schedule, you will notice on Thursday Zone 4 will not have students until 9:30 am. Exhibitors located in Zone 4 must be in place ready to go by 9:10 am. All other exhibitors in Zone 1, 2, and 3 need to be in place by 8:40 am. On Friday, Zones 1 and 2 need to be in place by 8:40 am. Zone 3 will need to be in place by 9:10 am. Zone 4 will need to be in place by 9:40 am. We adjusted the event schedule to accommodate busing needs. We appreciate your flexibility with the revised schedule

- **Attire/Personal Belongings**

- Dress is business casual or representative of your industry. It is appropriate to wear company branded apparel
- Wear comfortable shoes
- Keep all personal belongs with you. The facility does not have a coat room

- **[Volunteer Waivers](#) - REQUIRED (Click link to access)**

- These forms **must be completed** by all exhibitors attending the event. The forms are a standard practice for all JA volunteers and are required by Junior Achievement USA.
- Please print these off for your employee volunteers to review and complete. Return the completed forms through one of the following options:

Option 1: Scan completed documents and email to [tawnya.hambly@ja.org](mailto:tawnya.hambly@ja.org) by 12/6/22

Option 2: Turn completed documents in at the Welcome Table during set up 12/7/22

Option 3: Turn completed documents in at the Welcome Table by 8:30 am on 12/8/22

- **Safety & Security**
  - The exhibitor’s role is to serve as a positive role model for the students and engage them in the hands-on learning activity provided at your booth. If you observe disruptive behavior from students please notify their teacher and/or chaperone, JA Staff, or event volunteer. Exhibitors, JA Staff, and event volunteers are not responsible for managing or disciplining students. Please review [Volunteer Conduct Standards](#) included in the Volunteer Waivers
  - Students without photo permission will be identified by a green Junior Achievement lanyard with a red card. Students with these lanyards **may not** have their photo taken.
  - All students **may not** be identified in any photo. Be aware of camera angles, school branded clothing, school lanyards with student name, etc. If in doubt, do not take the photo
  - Exhibitors **may not** collect any student information. This includes name, address, school, grade, email address, phone number, or parent/guardian information
  - Exhibitors **may not** distribute business cards or personal contact information to students. Exhibitors may provide contact information to an adult school representative
  - In case of an emergency evacuation, **CODE RED** will be announced overhead. Please find the nearest exit to evacuate the building
  
- **Lunch & Refreshment Station**
  - A refreshment station including coffee and water will be available throughout the day for exhibitors, educators, volunteers, and JA Staff only. It will be located near the announcer.
  - Grab and go lunches will be provided each day beginning at 11 am. Thursday is Happy Joe’s Pizza and Friday is Jersey Mike’s Subs. Lunch is for exhibitors, volunteers and JA Staff only
  - Lunch will be set up in Studio A & B, along the South wall behind Zone 1
  - We encourage exhibitors to rotate within their own booth for lunch breaks.
  - If you do not have additional coverage in your booth and need to step away, please notify the volunteers in your zone.

## Characteristics of Eighth-Grade Students (13 years old)

In case it has been a while since you have interacted with a middle grade student below are some general characteristics and tips for interacting with students during the JA Inspire Career Expo.

- Students want to be treated like adults, but don’t expect adult behavior consistently.
- Middle school students are often dealing with adult issues. Remember that despite their age and maturity levels, their feelings and beliefs are very important to them. Always treat them with the respect you expect them to show you.
- They have a desire to be seen as competent and to be recognized for what they do well. They value order, consistency, and fair play. Make sure you are always clear and consistent when discussing or enforcing rules.
- Conformity with peers is critical and it may seem they are “too cool to care”. If, however, you are consistent, friendly and caring, they will become more open and animated.

The attention span of a middle school student is about 8-10 minutes.