

DECA is excited to share the lineup of virtual exhibitors. Whether you're searching for post-secondary opportunities, fundraising ideas, school-based enterprise resources, community service projects or professional connections, opportunities are waiting for you. Explore the colleges and companies on DECA Direct Online, and click on the organization's logo to learn more.

NAME _____

DATE _____

Connect to DECA Direct Online and review DECA's College + Company Fair (<https://www.decadirect.org/2020/03/17/decas-digital-college-company-fair/>), and then answer the following questions.

1. Select a **company or college** from the categories listed that you think has done a great job digitally promoting its company or college. Explain why you think they have done an outstanding job digitally and what greater advantage they would have promoting their company or college face-to-face.

| Company or College | Why has this company or college done an outstanding job of promoting its brand digitally? | What greater advantage would this company or college have promoting itself face-to-face? |
|---|---|--|
| College or University 1 <i>Name:</i> | | |
| College or University 2 <i>Name:</i> | | |
| Education Business or Organization 1 <i>Name:</i> | | |

| | | |
|---|--|--|
| Education Business or Organization 2 <i>Name:</i> | | |
| Other Business or Organization 1 <i>Name:</i> | | |
| Other Business or Organization 2 <i>Name:</i> | | |

2. Select **three different companies or colleges** that are of interest to you. For each, complete the following grid.

| Company or College | <i>What type of information would you hope to receive from the company or college?</i> | <i>List two questions you would want to ask a representative of the company or college in a face-to-face situation.</i> | <i>Write the online method to contact a representative of the company or college.</i> |
|--------------------|--|---|---|
| Name: | | | |
| Name: | | | |
| Name: | | | |

3. Select **one company or college** and develop an in-person, on-site exhibit strategy to promote your company or college. Explain your strategy in detail and how it would attract the right audience. You should also sketch the proposed booth and promotional materials.

You should address the following:

- a. Determine the target market.
- b. Identify the elements of the promotional mix.
- c. Employ communication styles appropriate to the target audience.
- d. Create promotional materials and display.
- e. Explain the nature of positive customer relations with visitors to the booth.

4. List **three reasons** why you think companies and colleges choose to partner with DECA.

Reason 1

Reason 2

Reason 3