

SPONSOR & EXHIBITOR

GUIDE

HELP DEVELOP YOUR WORKFORCE FOR TOMORROW

This is your opportunity to be a part of the most innovative, hands-on career exploration event held in our region. Engage with thousands of high school students, teachers and counselors, as they learn about today's most in-demand jobs from your team of professionals.



Event Coordination

MICHIGAN
WORKS!

OAKLAND
COUNTY MICHIGAN
ECONOMIC DEVELOPMENT
DAVID COULTER
OAKLAND COUNTY EXECUTIVE

BY THE NUMBERS

- Up to 10,000 students and chaperones from 150 high schools across Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties
- 1,000 employees representing more than 100 employers, labor organizations and educational partners
- 200 in-demand, rewarding occupations showcased in four quadrants
- 200 volunteers from county government, Michigan Works! offices and other organizations across the region
- 150 special guests, VIPs and media

YOUR PARTICIPATION IS CRITICAL

Your relationship with tomorrow's workforce starts at MiCareerQuest Southeast. In one day, you will engage with several thousand enthusiastic high school students who want to learn about today's most in-demand careers.

But MiCareerQuest Southeast, now in its third year, cannot take place without your financial support and active participation. This event takes several months to plan, so it is important to get your organization involved as early as possible.

Your sponsorship helps cover the major costs associated with hosting an event of this size and scope, covering 400,000 square-feet of floor space at the Suburban Collection Showplace in Novi. These include facility rental, piping and draping, banners and signage, security, food service, student lanyards, volunteer t-shirts and other necessities.

85% of the exhibitors at MiCareerQuest Southeast said the students in attendance were engaged and interested in their demonstrations highlighting in-demand jobs. (2019 exhibitor survey)

As an exhibitor, your organization's planning and enthusiasm are what makes this event an amazing, hands-on learning experience for the students, teachers and counselors in attendance.

There is no fee associated with being an exhibitor, for we recognize the staffing and resource commitments our exhibitors make are significant.

EVENT OVERVIEW

- Provides students, teachers and career counselors with a clear understanding of the rewarding, in-demand job options available in southeast Michigan
- Exposes our young people to exciting career paths for the future
- Establishes a talent pipeline for the region's employers with in-demand jobs

The occupations showcased focus on four career quadrants where there are acute talent shortages today and projected into the future, each with 20+ exhibitors:



Advanced Manufacturing



Construction



Health Sciences



Technology

Students visit all four quadrants during their two-hour visit. The day is split into three sessions:

- 8:15 to 10:15 a.m.
- 10:15 a.m. to 12:15 p.m.
- 12:15 to 2:15 p.m.

In addition to hosting hands-on activities, exhibitor teams engage students in conversations about their jobs, educational requirements and opportunities in southeast Michigan.



82% of students surveyed after the event said they learned about employment and education/training opportunities they did not know about beforehand. (2019 student survey)

EVENT SPONSORS NEEDED

The generous financial contributions from organizations like yours will help make this year's MiCareerQuest Southeast another success.

Presenting Sponsor
\$25,000 Contribution

Platinum Sponsor
\$15,000 Contribution

Gold Sponsor
\$10,000 Contribution

Silver Sponsor
\$5,000 Contribution

Bronze Sponsor
\$2,500 Contribution

Supporter
\$1,000 Contribution

INTERESTED IN BEING A SPONSOR OR HAVE QUESTIONS? CONTACT:

Jennifer Llewellyn
Director, Oakland County
Michigan Works!
llewellynj@oakgov.com
(248) 452-2256

89% of exhibitors said MiCareerQuest Southeast effectively showcased their industry to the future workforce. (2019 exhibitor survey)

SPONSOR BENEFITS

PRESENTING

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2023 event promotional video
- Display table on sponsor row
- Exclusive tour opportunity for your leadership with elected government officials
- Seat on event's planning committee

PLATINUM

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2023 event promotional video
- Display table on sponsor row
- Exclusive tour opportunity for your leadership with elected government officials
- Seat on event's planning committee

GOLD

- Logo prominent on event signage, all quadrant archways, volunteer t-shirts, event website and social media channels
- Recognition in event news release and social media channels
- Exhibit highlights and executive remarks on event promotional video
- Display table on sponsor row
- Seat on career quadrant steering committee

SILVER

- Logo prominent on all quadrant archways, volunteer t-shirts and event website
- Recognition in event news release
- Seat on career quadrant steering committee

BRONZE

- Name on all quadrant archways
- Name on event website
- Participant on quadrant exhibitor team

SUPPORTER

- Name on event website



REGIONAL EVENT LEADERSHIP

MICHIGAN WORKS! AGENCIES

Michigan Works! Agencies, including Oakland County Michigan Works!; Macomb/St. Clair Michigan Works!; SEMCA Michigan Works!; Michigan Works! Southeast; and Detroit Employment Solutions Corporation

MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY

COUNTY GOVERNMENT

Including Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties

INTERMEDIATE SCHOOL DISTRICTS

Representing students, teachers and counselors from the region, including Oakland Schools, Macomb ISD, Monroe ISD, Washtenaw ISD and Wayne County RESA

INDUSTRY

- Presenting, Platinum and Gold Sponsors

EVENT LOGISTICS

- Suburban Collection Showplace
- ArtCraft Display

OAKLAND COUNTY EVENT COORDINATION

Jennifer Llewellyn, Director
Oakland County Michigan Works!

Brooklyn Frontiera, Program Coordinator
frontierab@oakgov.com | (248) 452-2260

Joe St. Henry, Marketing Communications
sthenryj@oakgov.com | (248) 858-0862

Kristi Arnone, Manager, Advanced Manufacturing and Technology Quadrants
arnonek@oakgov.com | (248) 858-5207

Lynda Keough, Manager, Health Sciences Quadrant
keoughl@oakgov.com | (248) 858-7930

Sara Wills, Manager, Construction Quadrant
willss@oakgov.com | (248) 904-5851

EXHIBITOR TIPS: ATTRACT STUDENTS TO YOUR IN-DEMAND JOBS



Interactive activities spark a teenager's curiosity the most. Ask questions. Avoid jargon and too many technical words and terms – unless you can quickly provide a clear explanation.

Teenagers learn by listening, seeing and touching – incorporate all three in your activity to create a fun and exciting experience.



Target your demonstration to curious 14-18 year-olds, who might also have short attention spans. Your hands-on activity should last no more than five minutes and be designed for groups of 5-6 students at a time.

Keep the learning process interactive by asking students your own questions from time-to-time.



Get Involved! Join us at MiCareerQuest Southeast

Contact Brooklyn Frontiera at (248) 452-2260 or email MiCareerQuestSE@OakGov.com

Visit the Event Website for Updated Information

OakGov.com/MiCareerQuestSE

 Michigan Career Quest Southeast