

Early Bird Rates Valid through 2/14/2020



EASTERN PA HIRING EXPO

Tuesday, April 21, 2020

9AM – 3PM



WIND CREEK[®]
EVENT CENTER

77 Wind Creek Blvd - Bethlehem, PA
www.easternpahiringexpo.com

SPONSORED BY



POWERED BY



RESERVE *Your Booth* TODAY!

Early Bird Deadline to Participate – Friday, February 14, 2020



**Over 725
Job-Seekers
joined us
last April!**

PRIME & SPACIOUS VENUE • PRIVATE VENDOR VIP AREA
LUNCH PROVIDED • PRIVATE INTERVIEW AREAS
NETWORKING OPPORTUNITIES • FREE WI-FI
CAREER SERVICES FOR POTENTIAL CANDIDATES

LOOKING to reach top candidates?

The Eastern PA Hiring Expo advertising messages will be broadcast on Adams Outdoor Advertising's digital network of 72 digital billboards rotating throughout the Eastern PA market for 9 weeks leading up to the Expo. Your company will be part of a campaign serving over 35 million impressions and reaching over 90% of the market, ***which makes our Expo the most attended hiring event in our region!***



9/24/19 • WIND CREEK EVENT CENTER



EASTERN PA HIRING EXPO

powered by adams

Pennsylvania
CareerLink
Lehigh Valley
Premier Sponsor
A proud partner of the AmericanJobCenter network

"We do 30-40 career events like this every year. The Eastern PA Hiring Expo brought us the **MOST** qualified applicants, by far."

- Hiring Manager
Multi-national Company



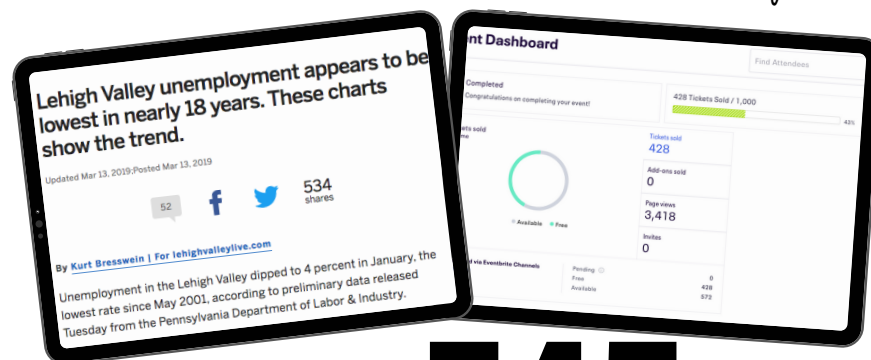
SUCCESS STORY

In the Fall of 2017, Andrew Hstand of Adams Outdoor identified the overwhelming need by local employers to attract, and retain, qualified talent. With a background in recruitment, and access to the most powerful "pound-for-pound" (Dean Rothrock, Vice President of Rothrock Auto Group) advertising medium, the Eastern PA Hiring Expo by Adams, was born.

Since inception, Adams has hosted 5 hiring expos since 2017 with the most recent having taken place in September 2019 at the new Wind Creek Event Center. With unemployment at an all-time low, and manufacturing exploding across the Lehigh Valley, supply of qualified talent has become scarce - making it more expensive and more competitive than ever to **retract and retain qualified candidates**.

Our objective: To attract an abundant pool of qualified candidates for the Eastern PA Hiring Expo participants to interview by leveraging our Smart Social Digital Network.

428 Pre-Registered Attendees
317 Day Of



745

Unemployment, nationally, is at an all-time low and the Lehigh Valley is pacing the national average at below 4%. During our most recent hiring expo, in September 2019, we welcomed 745 candidates through the doors during the 6-hour event. 55 companies from the area participated in the event and all enjoyed the opportunity for discrete, on-site interviews facilitated by Adams.

10%
OFF

SOLD

EXCLUSIVE
PRINTER
\$22,500

PLATINUM
\$9,000

GOLD
\$5,400

SILVER
\$3,150

BRONZE
\$1,350

BOOTH CHOICE	YES	YES	YES	NO	NO
TOTAL BOOTHS	2 <i>Double Booth</i>	2 <i>Double Booth</i>	1 <i>Single Booth</i>	1 <i>Single Booth</i>	1 <i>Single Booth</i>
DIGITAL BILLBOARD CAMPAIGN	5,000,000 Impressions YOUR OWN CAMPAIGN	2,000,000 Impressions YOUR OWN CAMPAIGN	1,200,000 Impressions YOUR OWN CAMPAIGN	700,000 Impressions LOGO INCLUDED W/BROADCAST	300,000 Impressions LOGO INCLUDED W/BROADCAST
CAMPAIGN TIMING	3/10 - 4/20 4 Weeks	April/May 4 Weeks	April/May 4 Weeks	4/1 - 4/20 3 Weeks	4/7 - 4/20 2 Weeks
ADVERTISEMENT IN THE EXPO PROGRAM	Full Page Recruitment Ad	1/2 Page Recruitment Ad	1/4 Page Recruitment Ad	1/8 Page Recruitment Ad	N/A
BUSINESS LISTING IN THE EXPO PROGRAM	Bold Business Name Contact Info Jobs Available	Bold Business Name Contact Info Jobs Available	Business Name Contact Info Jobs Available	Business Name Contact Info Jobs Available	Business Name Contact Info Jobs Available
WEBSITE	Bold Business Listing, Information Page, & Website Link	Bold Business Listing, Information Page, & Website Link	Business Listing Information Page & Website Link	Business Listing, Information Page & Website Link	Business Listing, Information Page & Website Link
LUNCH VOUCHERS	YES	YES	YES	YES	YES
PACKAGE VALUE	\$50,000	\$20,000	\$12,000	\$7,000	\$3,000



EXPO BAGS SPONSORSHIP | \$3,000

Your logo on every bag handed out to every expo attendee. See your logo throughout the entire Expo floor!



WEBSITE SPONSORSHIP | \$2,000

With over 13k qualified users visiting Easternpahiringexpo.com this advertising opportunity will provide you with prominent logo and banner display advertisement.



PROGRAM SPONSORSHIP | \$2,000

Program will list all employers and positions available. Includes your full page ad positioned on back cover and logo prominently displayed on the floor plan.

COMPLETE THIS FORM BELOW AND SUBMIT TO: EASTERNPAHIRINGEXPO@GMAIL.COM

Once we receive your Vendor Information Form, a contract will be sent to you via DocuSign.

EARLY BIRD SPECIAL - EXPIRES 2/14/2020

COMPANY & BILLING INFORMATION

COMPANY NAME: _____

BILLING CONTACT NAME: _____

COMPANY ADDRESS: _____

CITY, STATE, ZIP CODE: _____

CONTACT EMAIL ADDRESS: _____

PROGRAM & WEBSITE INFORMATION (Deadline 4/3/2020)

COMPANY NAME: _____

RECRUITER NAME: _____

RECRUITER EMAIL: _____

RECRUITER PHONE: _____

WEBSITE LISTING FOR EXPO SITE: _____

WEBSITE LISTING FOR PROGRAMS: _____

POSITIONS AVAILABLE: _____

AVAILABLE: _____

SELECT INDUSTRIES THAT BEST DESCRIBE YOUR BUSINESS & EMPLOYMENT OPPORTUNITIES

RESOURCES
TRAINING

EDUCATION
CONTINUING
EDUCATION

TECHNOLOGY

HEALTHCARE

MANUFACTURING

CUSTOMER
SERVICE

TRADES
DRIVERS
WAREHOUSE

SOCIAL
SERVICES

GOVERNMENT

FOOD SERVICE
HOSPITALITY

SALES
MARKETING

OTHER

PLEASE SELECT YOUR EXPO INVESTMENT

EXCLUSIVE

SOLD
PRIMER
~~\$25,000~~
\$22,500

PLATINUM

~~\$10,000~~
\$9,000

GOLD

~~\$6,000~~
\$5,400

SILVER

~~\$3,500~~
\$3,150

BRONZE

~~\$1,500~~
\$1,350

TOTAL
LUNCHES

ADD ON
ELECTRICITY
\$75

\$ _____

SPONSORSHIPS:

EXPO BAGS
\$3,000

WEBSITE
\$2,000

PROGRAMS
\$2,000

**TOTAL
INVESTMENT**

TERMS: Contracts are non-cancellable. Vendor agrees to pay the full Expo investment amount by April 6, 2020.

Media Contract will be issued following the submission of this Vendor Information form.

CLICK TO SUBMIT

