



# 2019 HEFG HOSPITALITY CAREER EXPO

Friday, March 8, 2019 8:00 am – 1:00 pm  
Georgia International Convention Center, College Park

## Financial Information

**What are the times?:** The doors open at 8:00 am and it end at 2:00 pm. Is the bus picking you up after 1pm? Let us know and we'll give your students something extra.

**Is it expensive?:** \$10 per student; \$20 per adult. Paid attendees will receive a free 2019 Super Hospitality Expo Commemorative t-shirt. Specify shirt size when you register.

**Can I pay when I arrive?:** Yes, you can pay by school-issued check when you arrive at the event but **you MUST pre-register via Eventbrite**, and your **pre-registration MUST be the same number as your on-site numbers**. Your shirts, badges, refreshments, etc are purchased based on your registration.

**Can I change my registration?:** **If you need to change your registration please do so via Eventbrite registration by February 28**. We understand things change but your registration is a binding contract. The "Amount due" is expected.

**Can I arrive late or leave early?:** Yes, **you can leave early or arrive late**. We will do our best to accommodate your schedule. If you arrive before 8 am, that's fine.

**What methods of payment do you accept?:** We accept checks on site and credit cards via the Eventbrite payment process. **CASH will not be accepted at the door. CHECK OR MONEY ORDER ONLY.**

**Can I get exhibitor lists?:** Before you arrive you'll receive, directions, exhibitor lists, lesson plans and more.

**Will there be anything to eat or drink?:** Yes, there will be **free bottled water** and there will be **free food** throughout the Expo but you may wish to bring a lunch.

**Why will this be so important?** You and your students will learn **curriculum based information** taught by industry professionals from over 100 companies that believe in what you are doing.

**Can I see a video of the Expo?:** Yes, [click here](#).

**Everyone is welcome.** Review the rules. Rules will be strictly enforced.

# ***2019 Hospitality Career Expo Rules for Success:***

These guidelines have been developed based on previous Expos. To ensure a good experience for you and your students, please read and review these with your students prior to leaving your school.

## **1. YOUR STUDENTS REPRESENT YOU:**

- Bring **your best juniors** or **seniors** who are passionate, focused, and interested in learning. The Expo is a reward for good students.
- You and your students will meet industry professionals who believe you are doing an amazing job. Prepare your students to represent you well. Students should be polite, wear your school's logo, and great impression. Educators - **stay with your students and exhibitor's will say "thank you"**.
- **Educators are responsible for the behavior of your students.** Bring students that will reflect well on you and your school.

## **2. PROPERLY DRESSED STUDENTS WITH VISIBLE SCHOOL NAME**

- **All students must dress as if they were going to a job interview.** This means:
  - o Men: Belted dress pants (No visible undergarments); shirt with school name/logo visible
  - o Women: dress pants or skirts/dresses (worn at/below knee); shirt with school name/logo visible.
  - o Chef coats may be worn with school name or logo visible
- All students must have their **school's name visible**. Students not arriving with their school's name will be given a plain label to hand write it. Be more professional and come prepared.
- **THE SCHOOL NAME MUST BE VISIBLE AT ALL TIMES**
- **Allowed:** sneakers.
- **NOT ALLOWED:** Ripped jeans, pants below the hips, logo t-shirts, ball caps. Visible undergarments.
- A special workshop has been designed to help educate students. If you believe this will help your students, please make a note on your registration.
- **School name: If you don't have a shirt with your school's name, you can use a nametag and write it.**

## **3. USE YOUR PHONES TO PROMOTE – teachable moment**

- **Respect the exhibitors.** Exhibitors are donating their time with your students. Any negative comments shared on the internet could affect you student or your program for years to come.
- **Post positive comments or post nothing at all.** Teach about the power of the cyber-bullying.
- **Post pictures using #HEFGExpo.** Then tag an industry booth. Watch the entire company and their friends like you! **Watch the power of the Internet at HEFG's Hospitality Career Expo.**

## **4. DO NOT TREAT THE EXPO LIKE A PLAYGROUND.**

- **Do NOT RUN** around the Expo. This is an industry trade show and is not "free time". Demonstrate professionalism 100% of the time. Your future employer is watching.

## **5. DO ASK PROFESSIONAL QUESTIONS.**

- Students should **ask about exhibitors about their business and message.**  
Good questions are: "What do you want me to know about your company." "Tell me about this product", "What are you here to tell us?" These are open-ended questions and ask about the message. Every company will be prepared for these types of questions.

## **6. DO NOT TAKE ITEMS FROM BOOTHS WITHOUT PERMISSION**

- Companies have brought products to teach students, NOT as handouts. **Do not take anything off the tables unless given clear permission to do so.** This is all about education, not freebies.
- **Have students ASK QUESTIONS ABOUT PRODUCTS if they wish to have one.** A simple question can be "What is that used for?" or "Why did you bring that today?" Demonstrate interest.

## **7. DO REST IN THE MARKED REST or WAITING AREA ONLY.**

- Have students **visit all the booths and demonstrations**. These companies go through a lot of work to come to this show just to meet you and your students.
- **DO NOT sit on the floor by the booths or hang out in the lobby.**
- The waiting area is for eating, meeting up with students, and quietly resting. Remind students to act professional in this area. Screaming or rough housing is not acceptable!

## **8. DON'T LEAVE THE EXPO WITHOUT PERMISSION OR WITHOUT AN ADULT**

- **No one should leave the Expo without the educator.**
- If a student no longer wishes to visit booths, have them **wait in the "rest area" only.**
- No student should be walking, sitting, exploring, or going outside of the Expo for any reason.
- **STUDENTS WILL CONDUCT THEMSELVES IN A QUIET AND RESPECTFUL MANNER** throughout the Expo. Student behavior reflects the educator, the class, and the school.

## **9. This is not a Buffet. Take one sample and say "thank you".**

- **DO NOT MOCK** the food or insult the products. If you do not like something. Say "thank you, move away from the area discreetly to dispose of it quietly. **BE RESPECTFUL to your booth host.** How would you feel if you made the item?
- **DO NOT "LOAD UP"** on samples. There are 2,500 people and 2,500 samples. You are entitled to only one. This is not a lunch. It is a tasting. A tasting is how professionals experience new food.
- **Take ONE PIECE.** Say "thank you" and move to the next station. Act like a professional.

## **10. Do NOT ask the exhibitors to sponsor you– they already are.**

- All the companies you see are giving to your program so thank them for their help.
- Some exhibitors may be offering special Expo support. Check booths for sign-up sheets.
- Your student's school name on their shirt and good behavior is all you need to get more support. The booths at the Expo represent programs.
- The program may not have started in your school yet. Make a good impression, because you may be the next recipient. The chef your student is meeting may be working with HEFG to donate to schools next year or tomorrow. These impressions count.
- The Hospitality Career Expo exhibitors are like icebergs. You only see the tip of their involvement. **If they are impressed at the Expo, the direct-to-school support increases for the next school year.** We want the support to continue growing with more mentors and more grant checks and more classroom resources.

## **11. Write thank you notes.**

- You will receive a list of the companies at the Expo or you can ask them for their contact information.
- Write thank you notes. This is a hand written (not email) note thanking them for attending the Expo.
- Never request support, never use the word "but", just say thank you for attending and say what you liked.
- These notes are the start to amazing relationships.